JANUARY 19, 1959 THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WXEX-TV

Merchandising

1. FEATURE FOODS MERCHANDISING
2. COMMUNITY CLUB AWARDS
3. IN-STORE FOOD DISPLAYS
4. IN-STORE DRUG DISPLAYS
5. IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
6. STORE WINDOW DISPLAYS
7. BARGAIN BAR PROMOTIONS
8. MAILINGS TO RETAILERS
9. PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
10. REPORTS TO FOOD ADVERTISERS
11. PROMOTIONAL SPOTS
12. NEWSPAPER ADS

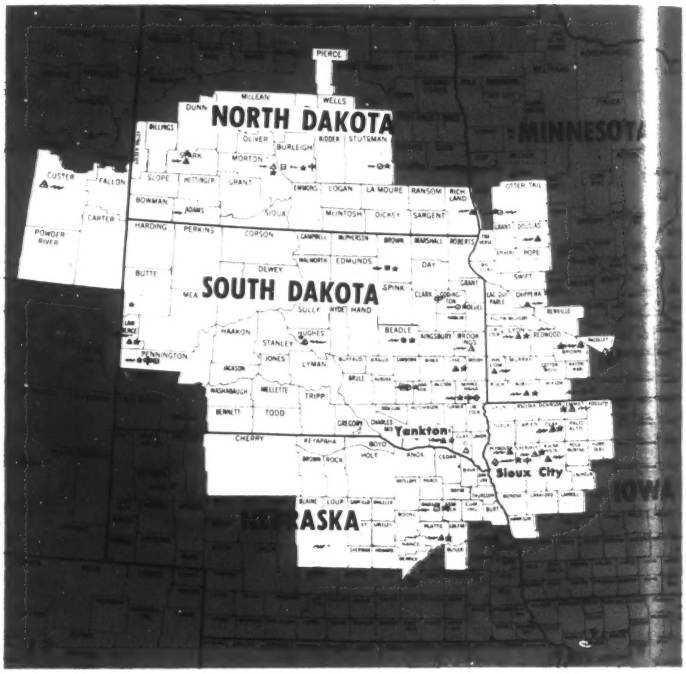
1st

in the rich market of Richmond, Petersburg & Central Va.

NBC-TV BASIC

Tom Tinsley
President
Irvin Abeloff
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; **McGavren-Quinn** in Chicago, Detroit and West Coast



THIS IS AMERICA'S 41ST RADIO MARKET

Big Aggie, queen of WNAX-570's coverage area rules over this prosperous land

Big Aggie Land, defined and delivered by WNAX-570, is the country's 41st radio market. This vast, farm-rich area includes 175 countries in parts of five states, nearly 2¼ million people with over $3 billion in spendable income.

With WNAX-570's uncontested reign over these high-income families, Big Aggie Land is one of the nation's most profitable markets for radio promotion.

See your KATZ man for details.

WNAX-570 CBS RADIO

YANKTON, SOUTH DAKOTA, SIOUX CITY, IOWA

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORP.

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yankton, South Dakota
KVTV, Sioux City, Iowa

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

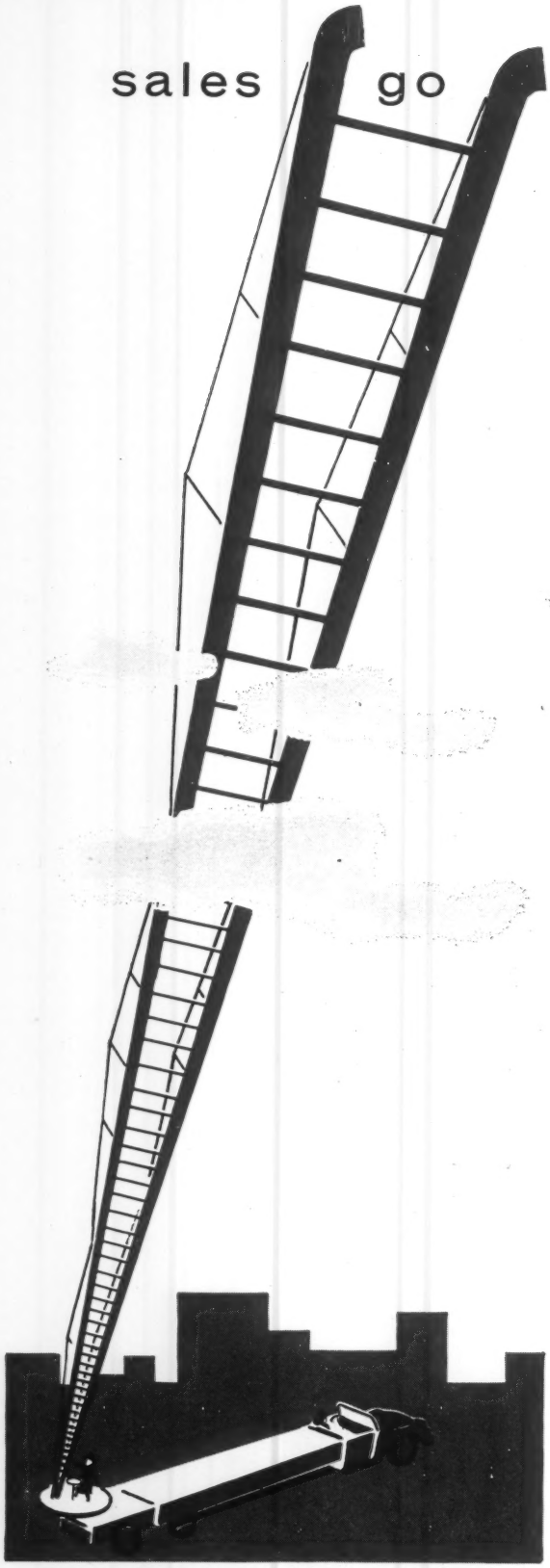
Basic CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

sales go UP UP UP



Your advertising dollar produces more. Spend it where you know there is a great profit opportunity—in the WGAL-TV coverage area. This pioneer station ranks first in viewer preference in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. *Your advertising dollar goes farther.* WGAL-TV's multi-city coverage costs less than buying single-city coverage. Present your sales message where results are assured—on **CHANNEL 8!**

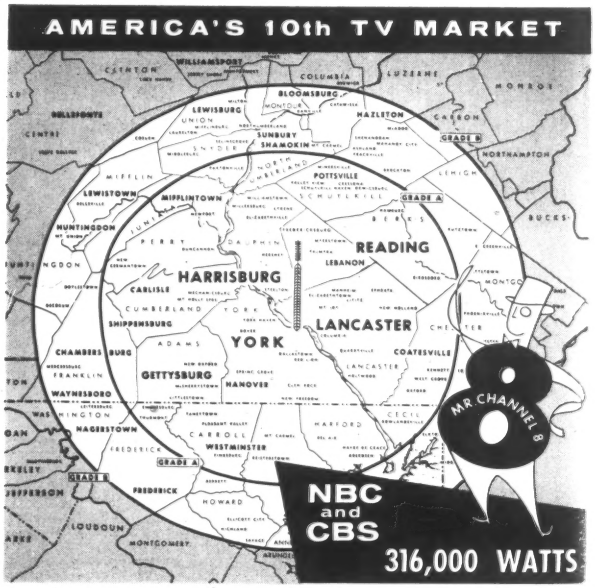
- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Network association • Whether three television networks will form their own Washington association (BROADCASTING, Jan. 12) was still unresolved last Friday. While CBS and ABC are for plan and have discussed selection of former Sen. Charles E. Potter as head, NBC, according to Chairman Robert W. Sarnoff, has taken no formal position. Mr. Sarnoff said idea had been "suggested." He said NBC has been satisfied with its Washington representation. If NBC does not go along, entire plan probably will be dropped.

Tv Washington plan, with Sen. Potter as key, was live topic last week. Idea of separate representation to fend off attacks upon network tv for most part was applauded. In some quarters, political question was raised, i.e., whether defeated Republican should be named when Democrats control Congress and sniff victory in 1960. Countering this were arguments that political fealty was not paramount as against stature and acceptance of individual.

Move to uhf? • New move to shift tv to all-uhf five years hence was made at FCC meeting last Friday but promptly was tabled. Comr. Robert E. Lee offered resolution proposing transition from mixed vhf-uhf allocation to all-uhf to become effective five years hence, along with increase in permissible number of stations owned by single entity from existing seven (five v's and two u's) to 10 u's. FCC concluded proposal was premature and that it could not move on definitive allocations course until it received complete TASO field study reports and analyzed other proposals. Lee proposal, along with others, will be considered in some 30 days under plan.

FCC allocations meeting Friday was one of series in anticipation of appearance before Senate Commerce Committee. FCC will be prepared to give committee status report but will be in no position to make conclusive findings. FCC has considered various alternatives. Fundamentally problem remains whether uhf should be considered (1) as eventual haven, (2) in island areas, or (3) dropped altogether.

Ratings roundup • There was speculation last week that Richard A. Moore, KTTV (TV) Los Angeles, was warming up for another appearance on another subject before Senate Commerce Committee when he made persuasive speech in Chicago condemning television ratings (story page 51). But it isn't so. Mr. Moore, whose testimony on option time and must-buy before Commerce Committee in 1956 gave push to network investigations, does not intend to revisit committee when it begins hearings on ratings in next month or so.

Contrary to earlier reports, Sylvester L. (Pat) Weaver Jr. will definitely be witness at forthcoming Senate Commerce Committee hearings on ratings. Mr. Weaver, frequent critic of network programming since his departure from NBC chairmanship few years ago, has decided to testify despite his recent association with McCann-Erickson as high-level tv consultant.

Another day • Group of broadcasters representing all network affiliations scheduled to meet with Attorney General Rogers Jan. 13 on network option time matter (CLOSED CIRCUIT, Jan. 5) had date called off when Mr. Rogers pleaded press of other business. Mr. Rogers promised new appointment but no date was fixed. At Barrow hearings before FCC last spring, network affiliate committees unanimously maintained option time is vital to network operations.

In the family • One of numerous plans reportedly being considered in connection with CBS Spot Sales, should FCC on basis of Barrow Report conclude impropriety of network representation of affiliated (as distinguished from owned) stations, is acquisition of spot selling organization by affiliates themselves. Under this plan, affiliated stations cooperatively would buy CBS radio and television sales lock, stock and personnel, retaining organizations intact and serving CBS o&o as well as themselves.

Tv stations represented by CBS organization, other than owned and operated, are WTOP-TV Washington; WBTV (TV) Charlotte; WBTW (TV) Florence; WJXT-TV Jacksonville; KSL-TV Salt Lake City; KGUL-TV Houston, and KOIN-TV Portland. Affiliated radio stations represented are KSL, KOIN, WBT, WCCO, WRVA, WTOP and WMBR. Interesting sidelight: Organizations owning these stations present formidable array including Washington Post Co., Jefferson Standard Life Insurance Co., Mormon Church, Ridder Publications and J. H. Whitney Co. (U. S. Ambassador to Great Britain).

Investment capital • Does 20th Century-Fox contemplate expanding its television activities either through extended syndication or station acquisition? Question was posed following report that Spyros P. Skouras had sold 260-acre Fox lot in Hollywood area for $60 million to Webb & Knapp's William Zeckendorf, for real estate development. Question raised was whether Mr. Skouras, long interested in tv and once bidder for ABC (before Paramount Theatre acquisition in 1951) would seek new money to dig more intensively.

Air's clear in Cuba • Tv and radio outlets in Havana and other Cuban cities are operating without censorship in wake of overthrow of Batista regime, Cuban Embassy spokesman in Washington said last week. Provisional government under President Manuel Urrutia declared "immediate" end to government censorship of broadcasting and press, he said. He didn't know if any station management had been changed, or if there was breakdown of city-to-city communications among stations.

Cuban spokesman said Goar Mestre, Cuba's best-known multiple radio-tv broadcaster, had opposed Batista policies and thus is now in "very good standing." Mr. Mestre and brothers Abel and Luis Augusto Mestre own CMQ-TV (ch. 6) and are associated with ownership of CMBF-TV (ch. 4) and CMBA-TV (ch. 7), all Havana, plus satellites of Havana outlets in half-dozen other Cuban cities. Group also owns number of am outlets.

Heat from Hill • What's this about elimination of congressional pressures on FCC? Daytime Broadcasters Assn., having been turned down (BROADCASTING, Sept. 22, Oct. 27, 1958; Jan. 12) on its proposal for operation from 5 a.m. to 7 p.m., again has carried its grievance to members of Congress who, in turn, are putting heat on FCC. Last week, for example, several congressional protests were received.

News hobble • Judicial utterance from Georgia bench throws new cloud around media fight to open courts to electronic newsmen and press photographers. Judge Durwood Pye, of Fulton Superior Court in Atlanta, startled participants at hearing last week by saying that U. S. Constitution guarantees right to publish news but not right to gather it. Judge Pye has attracted wide attention by ruling that tv and news photographers could not take pictures on streets and sidewalk around court house. He topped this by deciding to hear media appeal from his own ruling.

EVERY
WEEK
IS
A
RATING
WEEK
WSPD-TV is TOLEDO
with its star-spangled
top feature films . . .
Buy WSPD-TV . . .
and you buy Toledo
across the board!
Ask your Katz man
Storer Television
WSPD-TV
Toledo
WJW-TV
Cleveland
WJBK-TV
Detroit
WAGA-TV
Atlanta
WITI-TV
Milwaukee
RKO
WARNER BROS.
MGM
UNITED ARTISTS
ROCKET 86
SCREEN GEMS
SCREEN GUILD
MPTV
WSPD-TV
CHANNEL 13 TOLEDO

WEEK IN BRIEF

Mr. Accas

What to do 'til the Univac comes • Scientists are making machines to do everything these days but Gene Accas, associate media director of Grey Adv., New York, doesn't believe there is any substitute for people when it comes to media buying. He has four points about selling spot to agencymen more successfully, too. You can memorize them by reading his MONDAY MEMO. Page **29.**

Double rate standard hit • Single rates for all advertisers adopted by three Balaban radio stations and KTUL Tulsa, and are advocated for all broadcasters by SRA's Webb as a "most logical and sensible answer" to "thorny problem." Page **33.**

Saturation, Lestoil and Nescafe style • Lestoil is upping its spot tv still more (at rate of $14-15 million per year by end of 1959) but is unhappy with station rate structure; Nescafe courted saturation spot radio, now is wedded to the technique. Page **36.**

Television cheats itself • Richard Moore, KTTV (TV) Los Angeles, attacks tv ratings, contending one-week audience measures shortchange the medium. What's needed, he contends, is abandonment of ratings and adoption of cumulative methods. Page **51.**

Banner year for NBC • Network chiefs report marked improvement in sales, affiliate clearances and audience acceptance in yearend NBC Radio-NBC-TV review. Page **52.**

Justice and options? • Justice Dept. studying FCC findings on option-time practice. FCC by one-vote majority holds practice "reasonably necessary" for tv networking. Big question: What will Justice do? Page **65.**

House group jumps Justice • Department's Antitrust Division gets roasting from Roosevelt and Small Business Committee for delaying move against ASCAP. Page **70.**

New Orleans merger • Two applicants for ch. 12 get together, third withdraws for $75,000 expenses. Page **79.**

Sports bills revived • Capitol Hill contingent starts annual campaign to let professional sports promoters operate outside antitrust laws. Seventy-five mile tv blackouts around cities with home games proposed. Page **79.**

As expected: four paws into tv • MGM-TV hungrily eyeing additional tv revenue lunges anew for tv film business; tv and motion picture making now under same roof; Siegel takes over and starts filming seven pilots for fall season. Page **82.**

New radio-ASCAP meeting fails • Discussions of new local radio music licenses resume briefly, get nowhere; All-Industry committee reaffirms decision to go to court if necessary. Negotiations for new BMI licenses, to replace those expiring in March, are next on agenda. Page **87.**

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DYNAMIC ACTION FOR THE ENTIRE FAMILY!

CANNONBALL

Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

I INDEPENDENT
T TELEVISION
C CORPORATION

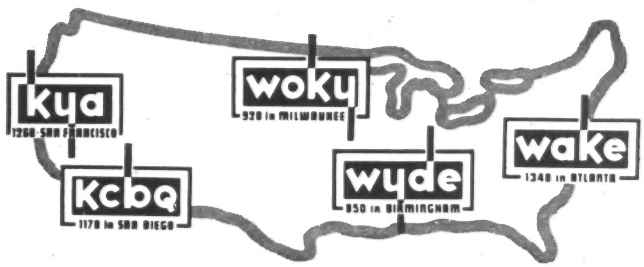
488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Bartell Family Radio Is Radio-Active

It is not a background, but seeks constantly to motivate participation, response. That's why the alert local news coverage, the thoughtful editorial capsules, the thorough traffic and weather services. Activity is the essence of family radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 33

NBC Radio claims $7.2 million sales

Sales representing over $7,240,000 in net revenues signed by NBC Radio since Nov. 1, according to Matthew J. Culligan, executive vice president in charge of radio network. Announcement is construed as answer to CBS Radio claims that its signing of some $4.5 million under new program consolidation plan amounted to biggest batch of radio network business in years.

NBC said between Nov. 1 (CBS's PCP announced at end of October) and Jan. 9, signing of 10 renewals and 25 new brand advertisers accounted for $6,596,593 in net billings. Additions since brought total to $7.2 million figure. In past month alone, $4 million net in new and renewed business signed with Lever Bros., R. J. Reynolds Tobacco, American Motors, Sun Oil and others.

Mr. Culligan said NBC Radio's "well-established programming pattern offers a great spread of commercial time throughout the day and evening and over the entire weekend," and that "every client—big or small—is welcome." Obviously alluding to CBS Radio's trimming of network program time, he said "we have not retrenched," and claimed that "as a result of continued fresh approaches in programming, selling and merchandising, NBC Radio has nearly half of all network radio sponsored hours."

Rochester, Boston, Portland Transfers

Sales of stations announced Friday, subject to usual FCC approval: WHAM and WHFM (FM) Rochester, N. Y., sold by Riggs & Greene Broadcasting Co. to Henry I. Christal Co., radio station representative, and Century Theatres Inc., New York theatre chain, for price estimated at about $900,000. Stations bought in name of Genesee Broadcasting Corp., owned equally by Christal and Century. WHAM is 50 kw clear on 1180 kc, affiliated with NBC. WHFM is 20 kw on 98.9 mc.

WORL Boston sold by Frederick W. Roche and 24 other stockholders to Paul F. Harron (89%) and Lawrence D. Biele (10%) for $469,040. Mr. Harron owns 51% of World Broadcasting System. WORL is 5 kw day on 950 kc. Mr. Harron formerly owned WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington, Del., which he sold to Storer Broadcasting Co. some years ago.

KLIQ Portland, Ore., sold by Robert Bollinger to Les Malloy and Stan Breyer for $90,000. Mr. Malloy is former owner of KVSM San Mateo, and KATT Pittsburg, both California. Mr. Breyer is present sales manager, KSAY San Francisco. KLIQ is 1 kw daytime on 1290 kc. Transaction handled by Allen Kander & Co.

NAB locks doors

NAB's freedom-of-access policy, designed to obtain coverage rights at court and civil proceedings, will not apply to considerable portion of its March 16-18 convention agenda in Chicago. Three half-days of separate radio and tv ownership-management conferences will be closed to newsmen (Monday afternoon, Tuesday morning, Wednesday afternoon). Locked-door policy was adopted by NAB board year ago at Phoenix meeting, move being designed to confine discussions of industry problems to ownership-management delegates. Member broadcasters and NAB staffers will handle most discussions at closed meetings. Press conferences and publicity releases are planned for newsmen. Topics are set but list of participants is still in working stage. (Convention story page 54.)

Mx review denied

Split U. S. Court of Appeals (D.C.) Friday turned down FCC request for review of November functional music decision which held that Commission's multiplexing rules were invalid (BROADCASTING, Nov. 10, 1958). Petition for rehearing was denied five to four, with Circuit Judges Wilbur K. Miller, John A. Danaher, Walter M. Bastian and Warren E. Burger dissenting. Commission attorneys studying whether to ask U. S. Supreme Court to review. Circuit court November ruling, by two to one vote, held FCC's position that functional music operations are not broadcasting is not supported by Communications Act. Decision attacked validity of FCC's 1955 regulation requiring fm stations to multiplex functional music broadcasts, while continuing regular public broadcasts on main frequency.

• Business briefly

• Internal change will bring parent Joseph E. Seagram & Sons (distiller) more directly into management of its drug affiliate, Pharma-Craft Corp., active radio-tv advertiser. Dr. Edward Sheckman, Seagram's chairman of research and development, receives interim general managership of Pharma-Craft in charge of all activities; Robert Bragarnick, Seagram's vice president in charge of marketing, takes over advertising supervision also for time being. Frank F. Bell, Pharma-Craft president, and Ralph C. Robertson, director of advertising, have resigned. Pharma-Craft budgets over $5 million in advertising, bulk of it in radio and tv. Products: Coldene cold remedy (J. Walter Thompson) runs 20 or more segments in NBC Radio's *Monitor*, uses much tv spot, probably will increase it; Coldene stick (Cunningham & Walsh) uses some spot tv, no radio; Fresh deodorant (also JWT) uses tv; Ting (via Cohen & Aleshire) is mostly in radio.

• Slenderella International, Stamford, Conn., appoints Product Services Inc. to handle advertising. About 75% of $2.5 million budget for 1959 will be allocated to spot tv. In past, Slenderella has used mostly newspapers and spot radio, and has credited latter medium with playing heavy role in expansion to 150 salons in 11 countries. Company advertises in 50 U. S. markets. Account formerly was with Management Assoc.

• P. Lorillard Co. (Kent cigarettes), N. Y., will sponsor *Richard Diamond, Private Detective* produced by Four Star Films (Sun., 10-10:30 p.m.) on CBS-TV. Slot occupied now by *Keep Talking*, which goes off next month, and *Diamond* comes in Feb. 15. Lennen & Newell, N. Y., is Lorillard's agency.

Nine members join House committee

Four new Democratic members and five new Republicans were appointed Friday (Jan. 16) to House Interstate & Foreign Commerce Committee. Membership remained at 33 with majority-minority ratio changing from 18-15 to 21-12.

New Democratic members of Commerce Committee are Paul Rogers (Fla.) whose father was member during several terms in Congress, Robert Hemphill (S. C.), Rosten Kowski (Ill.) and Laurence Brock (Neb.). Republi-

AT DEADLINE

CONTINUED

cans appointed Friday include Harold R. Collier (Ill.), Milton W. Glenn (N. J.), Samuel L. Devine (Ohio), Hastings Keith (Mass.) and Ancher Nelson (Minn.).

Rep. J. Carlton Loser (D-Tenn.) relinquished his committee seat in favor of Judiciary Committee assignment and Rep. Bruce Alger (R-Tex.) was re-assigned to Ways & Means Committee. Seventeen remaining Democratic members of committee during 85th Congress were re-elected and re-appointed with Rep. Oren Harris (D-Ark.) remaining as chairman. GOP retains seven holdover members with others either defeated or retired.

CBC to name rep

Canadian Broadcasting Corp. understood ready to appoint first U. S. national representative. Reports are that CBC shortly will name McGavren-Quinn, New York, to represent CBC's two radio networks for national business and its 16 owned-and-operated radio outlets for spot business.

WEEK'S HEADLINERS

Mr. Siegel

SOL C. SIEGEL, top Hollywood producer and MGM Studios head, last week took charge also of all MGM's tv production (see story, page 82). As v.p. in charge of production, MGM Studios, Mr. Siegel was charged last year with task of upgrading MGM and returning it to its once-powerful stature. Mr. Siegel was newspaper man, real estate salesman and in music business (sales manager, Brunswick-Columbia Record Co.) before emigrating from New York to Hollywood in 1934 to assist in amalgamating six independent film companies into Republic Studios.

Mr. Robertson

RALPH C. ROBERTSON, advertising director of Pharma-Craft Corp., Cranbury, N.J., moves to B. T. Babbitt Co., N.Y., in similar position which has been vacant since Babbitt came under new management last year. Mr. Robertson was formerly with Colgate-Palmolive, N.Y., as assistant advertising manager until 1953 when he left to join Geyer Adv. (now Geyer, Morey, Madden & Ballard Inc.), N.Y. He resigned from Geyer in early 1958 as v.p. and marketing director to join Pharma-Craft.

Mr. Kluge

Mr. Buckley

JOHN W. KLUGE, major Washington food broker who owns (or controls) broadcast properties in seven major markets (two of them being sold), elected chairman of board, Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG [TV] Washington and WHK-AM-FM Cleveland) RICHARD D. BUCKLEY, Metropolitan v.p. and WNEW radio division president, elected president of corporation replacing BERNARD GOODWIN, who resigns. Mr. Kluge's interests in addition to food brokerage include printing, real estate, race horse stables (trotters) and investment companies. Mr. Buckley was president of John Blair & Co., radio station representative, for 10 years, and in 1954 headed a group who purchased WNEW New York, becoming president of the station. Two years ago, WNEW was sold to DuMont Broadcasting Corp. (now Metropolitan) and Mr. Buckley was appointed to his dual posts. Other board actions: WARREN LASHER, president of Bank of Silver Spring (Md.), appointed board member; ROBERT A. DREYER, general counsel, appointed corporation secretary, and following executive committee appointed: Messrs. Kluge, Buckley and ROBERT C. JONES, senior partner of Jones, Kreeger investment banking firm. Ownership of Metropolitan was transferred earlier this month (AT DEADLINE, Jan. 5).

Mr. Goodman

JULIAN GOODMAN, manager of NBC News bureau in Washington, last Thursday (Jan. 15) was elected chairman of Congressional Radio-Television Correspondents Assn. for 1959, succeeding EDWARD P. MORGAN, commentator, ABC News. Other officers elected were LEWIS W. SHOLLENBERGER, director of special events, CBS News, Washington, to vice chairman; ANN CORRICK, assistant Washington bureau chief, Westinghouse Broadcasting Co. News, to secretary, and JOHN SECONDARI, chief of Washington bureau, ABC News, to treasurer. Three correspondents were elected as members-at-large to executive committee: WILLIAM T. CORRIGAN, in charge of newsfilm, CBS News, Washington, representing tv film; STEVE MCCORMICK, Washington bureau chief, MBS, representing networks, and NED BROOKS, NBC News commentator, representing independents.

Mr. Hopkins

A. R. HOPKINS, who retired earlier this month as broadcast equipment sales executive of RCA (BROADCASTING, Jan. 5), has been retained as consultant to professional products division, Ampex Corp., Redwood City, Calif. Mr. Hopkins will concentrate on market planning for firm's VTR-1000 videotape recorder and other professional tape recording, duplicating and playback equipment. He had been with RCA for 30 years, last decade as head of broadcast and tv department of engineering products division. Mr. Hopkins is member of Institute of Radio Engineers.

Mr. Dolph

Mr. Quarton

WILLIAM B. DOLPH resigns as president of American Broadcasting Stations Inc. (WMT Cedar Rapids and KWMT Fort Dodge, both Iowa). WILLIAM B. QUARTON, v.p., elected to executive v.p. of company. MRS. HELEN S. MARK, chairman of board, assumes presidency of ABC. HELEN MARK HERMANN elected treasurer, and MRS. HELEN JETT continues as corporation secretary. Mr. Dolph has interests in WMT-TV Cedar Rapids, KJBS San Francisco and KMYR Denver. Mr. Quarton, executive v.p. and general manager of WMT-TV, also has minority interest in KMYR.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IN CHARLOTTE (top TV market of the Southeast)*

THE "OLD" BROOM SWEEPS CLEAN

WBTV
75% SHARE NOON-3 P.M.
73% SHARE 3-6 P.M.
66% SHARE 9 P.M.-MIDNIGHT
40 OF THE TOP 40 PROGRAMS
441 QUARTER HOUR WINS OUT OF 469
90% SHARE 6-9 A.M.
61% SHARE 6-9 P.M.
60% SHARE 9 A.M.-NOON

NSI

Nielsen credits 10 year "old" WBTV with a clean sweep of Charlotte, the Southeast's largest TV market!* WBTV wins 40 out of the top 40 programs, 441 out of 469 quarter-hour wins and an overwhelming share of audience sign-on to sign-off . . . all in the metro report. The total area figures are even more decisive in *the clean sweep!*

The Charlotte-WBTV market is the Southeast's largest with 632,070 homes compared to second-place Atlanta's 579,090.*

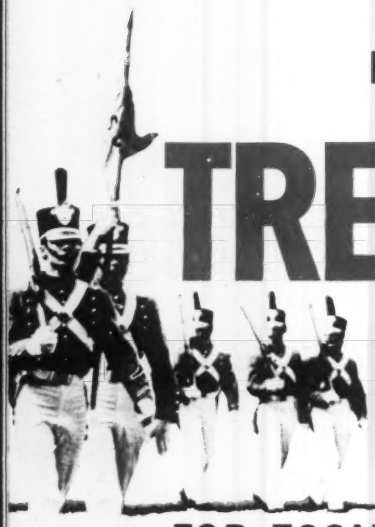
Decidedly, your first big step in Southeastern television market selection is WBTV-Charlotte. Contact CBS Television Spot Sales for the full "clean sweep" story.

P.S. We "suspect" a comparison of other rating services will confirm Nielsen!

*—NCS #3 Total TV Homes

CHANNEL 3
WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY



FROM COAST-TO-COAST . . .

TREMENDOUS DEMAND

FOR ECONOMEE'S TWO GREAT NEW SERIES!

SNAPPED UP BY STATIONS LIKE THESE:

KMSP-TV Minneapolis	KNOP North Platte, Neb.	WFMJ-TV Youngstown, Ohio	KXJB-TV Valley City, N. D.
KDIX-TV Dickinson, N. D.	WEAR-TV Pensacola, Fla.	KHSL-TV Chico, Calif.	KTNT-TV Seattle
KRBC-TV Abilene, Tex.	KABC-TV Los Angeles	WRCV-TV Philadelphia	CKLW-TV Detroit
KXMC-TV Minot, N. D.	WGR-TV Buffalo, N. Y.	KBMB-TV Bismarck, N. D.	WTOK-TV Meridian, Miss.
KRTV Great Falls, Mont.	WGN-TV Chicago	WSIL-TV Harrisburg, Ill.	KVKM Monahans–Odessa–Midland, Texas

AND MORE!

The proven audience appeal for *both* of these power-packed prestige series offers a golden opportunity to strengthen programming, boost sales.

You'll win community praise* as you out-pace your competition with these timely, vital shows. They are still available in some markets for full or alternate sponsorship or as spot carriers. Get details NOW!

*EXTRA! AN EXCITING, ALL-NEW CONTEST PROMOTION! ENDORSED BY SUPERINTENDENTS OF THE U. S. MILITARY AND U. S. NAVAL ACADEMIES AND THE DEPARTMENT OF DEFENSE. Use it to gain immediate attention, interest and response in your community! For exclusive use of sponsors of "MEN OF ANNAPOLIS" and "WEST POINT".

THRILLING TALES OF
ACTION! GALLANTRY! EXCITEMENT!

WEST POINT

Produced in cooperation with the U. S. Military Academy, the Department of the Army and the Department of Defense.

TERRIFIC
1ST RUN RATINGS FOR "WEST POINT"

BOSTON	PITTSBURGH
43.5	52.5
OMAHA	PROVIDENCE
42.0	37.5
MINNEAPOLIS	SYRACUSE
32.3	33.8

Source: ARB and Pulse

SENSATIONAL
1ST RUN RATINGS FOR "MEN OF ANNAPOLIS"

JACKSONVILLE	NEW ORLEANS
31.0	49.5
DAYTON	PEORIA
32.5	32.5
BUFFALO	BOISE
26.0	28.6

Source: ARB and Pulse

ALL THE IMPACT OF A 21-GUN SALUTE!

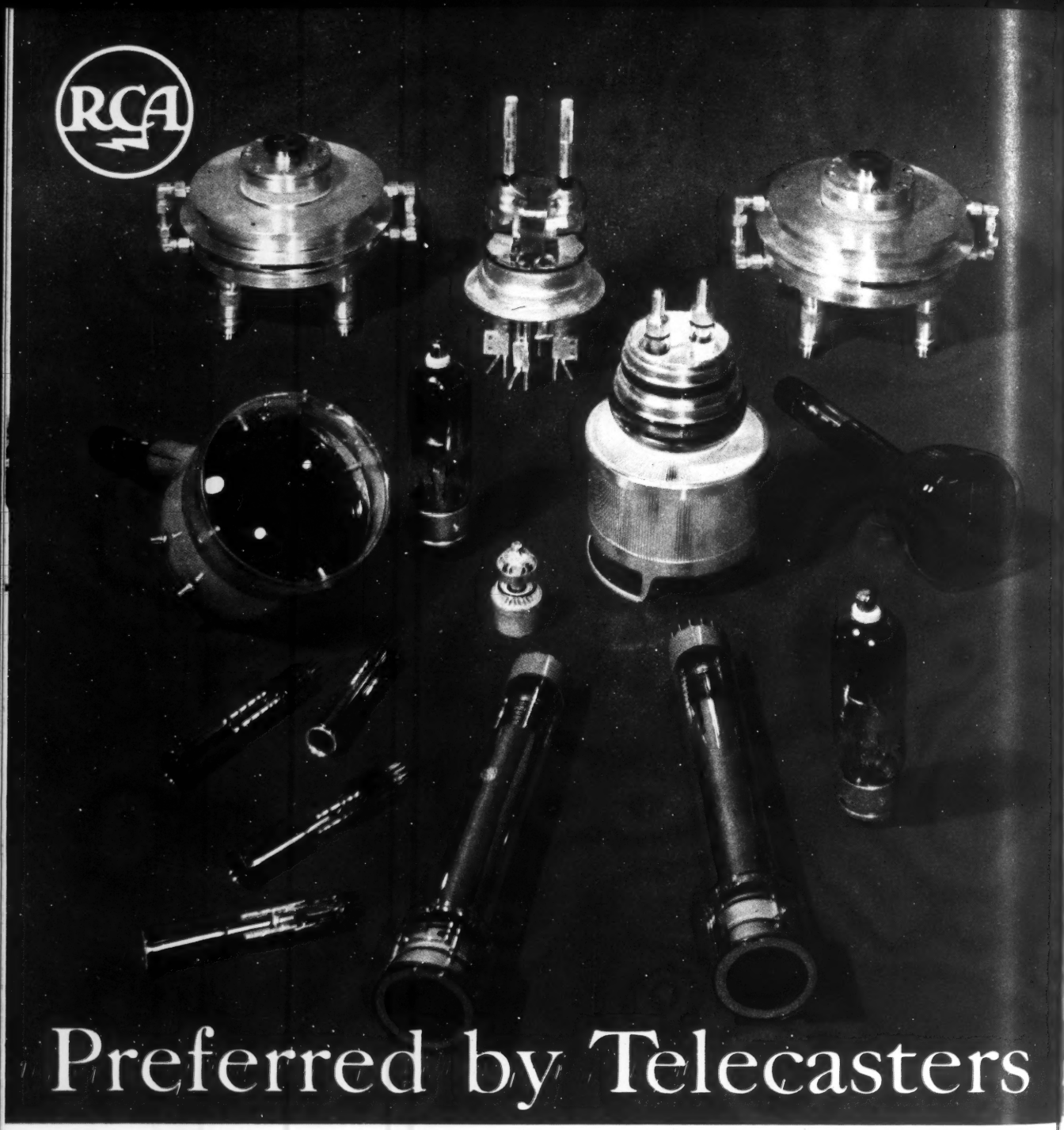
Produced in cooperation with the U. S. Naval Academy, the Department of the Navy and the Department of Defense.

MEN OF Annapolis

RATING PROVED–
ZIV PRODUCED

Economee TV

ECONOMEE TELEVISION PROGRAMS
488 Madison Avenue • New York 22, New York



Preferred by Telecasters

For high-quality aural and visual signals...and for maximum ON-AIR continuity...it pays to use RCA time-proved tube designs across the board. No finer tubes are made for monochrome *or* color. Your RCA Electron Tube Distributor has the tubes you need--for cameras—transmitters—film systems—camera chains—audio equipment—power supplies. He is at your service day and night. Just call him for fast delivery.

RCA®

RADIO CORPORATION OF AMERICA

Electron Tube Division — *Harrison, N. J.*

OPEN MIKE

New format is popular

EDITOR:

I like your new streamlined format! Making any trade paper easier and faster to read, is admirable. In the case of BROADCASTING, it's especially praiseworthy since I've been reading it regularly for years.

Sy Frolick
Fletcher D. Richards Inc.
New York

EDITOR:

Congratulations on the improvement of the appearance and contents of your "ever-alive" BROADCASTING Magazine.

[It] is as advanced over your former publication as stereophonic sound is to radio and three dimension and color are to television.

Ray V. Hamilton
Hamilton, Stubblefield, Twining & Assoc.
Chicago

EDITOR:

With reference to your new format in magazine size. Let me say to you that it ain't the size that counts, it's still the quality and BROADCASTING has still got it.

Bob A. Roth
Commercial Manager
KONO-TV
San Antonio

Salute to radio-tv

EDITOR:

In the Dec. 15 issue we were very pleased to see the article about Meredith Willson's recent two-day appearance in Peoria.

The enthusiasm and sincerity of both Mr. and Mrs. Willson in appealing for donors in behalf of the Red Cross blood program will be remembered for a long time in this area. Through the efforts of Robert Frudeger, president of WIRL, they came here to kick off a pre-holiday appeal for 1,000 pints of blood.

We are deeply indebted to the Willsons, Capitol Records, Mr. Frudeger, the three additional radio stations, WEEK, WMBD and WPEO, and television stations, WEEK-TV, WMBD-TV and WTVH (TV) which cooperated so wholeheartedly to make this a successful project. In fact, we could not have operated a Regional Red Cross Blood Center for nearly eight years without the splendid support of all the radio and television stations in this community. As an industry they repeatedly have given their time and talent to publicize the blood program through news coverage and spot announcements. When emergency appeals for particular blood types are needed we can count on these stations to spread the word within minutes.

In behalf of all these fine stations we hope you will print our salute to the radio-television industry for their willingness and effectiveness in helping us to do our Red Cross work in this community.

Thomas M. Logan, President
Peoria (Ill.) County Chapter
American Red Cross

Heard on Broadway

EDITOR:

Just a note . . . a very nice story in your Dec. 15 issue [about plans to buy WJAR-AM-TV Providence] . . . I especially liked the picture of the empty chair and the caption "Odd Man Out."

[Late last month] Bill Zeckendorf, Roger Stevens and I flew to Providence in the Webb & Knapp plane. Roger Stevens remarked that he had heard about the story in BROADCASTING but had not seen it. I said I just happened to have one. There was a lot of ribbing between Zeckendorf and Stevens about "Odd Man Out." They also enjoyed the story.

John C. Mullins
President, KBTV (TV) Denver

[EDITOR'S NOTE: Zeckendorf-Mullins interests now have 70% of stock tenders needed to go ahead with $12 million purchase of Outlet Co., WJAR-AM-TV licensee. Mr. Zeckendorf bought out part interest of Broadway producer Roger Stevens, who earlier was a third partner in the venture.]

Misinformed

EDITOR:

YOU HAVE BEEN MISINFORMED AND DO US A GROSS INJUSTICE IN YOUR CLOSED CIRCUIT ITEM [JAN. 12] WITH REFERENCE TO WRVA RADIO AND THE CBS PCP PLAN. INTEGRATION WAS NOT MENTIONED BY EITHER PARTY TO OUR DISCUSSIONS AND IS NOT A FACTOR IN OUR DECISION NOT TO ACCEPT NEW CBS RADIO PROGRAM CONSOLIDATION PLAN. OUR CONTRACT WITH CBS RUNS UNTIL 1960. WE HAVE NOT CANCELLED IT. CBS HAS. OUR POSITION ON THIS PROPOSAL IS SIMPLY ONE OF BUSINESS JUDGMENT. WE DON'T SEE HOW WE CAN LIVE SATISFACTORILY UNDER THE PROPOSED PLAN. WE DO NOT FEEL COMPULSORY TIME CLEARANCE IS IN THE PUBLIC INTEREST. WE ARE UNALTERABLY OPPOSED TO A BARTER DEAL FOR OUR VALUABLE TIME. THAT IS THE SITUATION IN A NUTSHELL.

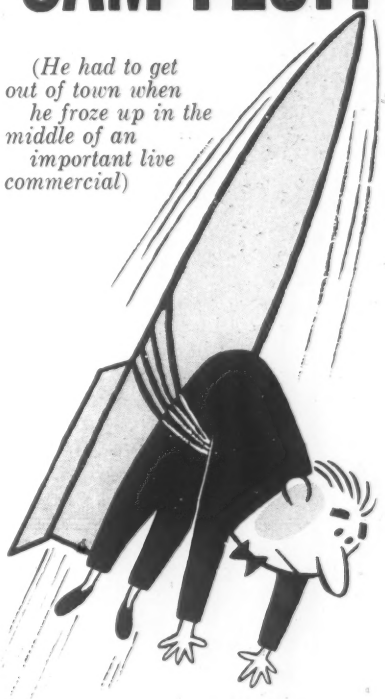
C. T. LUCY
WRVA RICHMOND, VA.

EDITOR:

DISTRESSED BY ITEM IN THIS WEEK'S BROADCASTING REGARDING WRVA AND ITS RELATIONSHIPS WITH CBS RADIO NETWORK. THOUGHT YOU WOULD WANT TO

SAD ADVENTURE OF SAM FLUFF

(He had to get out of town when he froze up in the middle of an important live commercial)



IT COULDN'T HAVE HAPPENED WITH TELEPROMPTER. TelePrompTer inspires confidence. Confidence on the part of announcers who know they *can't* forget or fluff. Confidence on the part of clients who know their commercial will be delivered smoothly, professionally, accurately. No wonder more and more broadcasters and clients agree "No station is fully equipped without TelePrompTer."

Another big sales plus for broadcasters is TelePro Rear Screen Television that can show your client's office, store or factory as a convincing background to any commercial. See both TelePrompTer and TelePro at the N.A.B. Convention, in Chicago, March 15.

Specialists in
GROUP COMMUNICATIONS

TELEPROMPTER CORPORATION
311 WEST 43 ST., NEW YORK 36, N. Y.
LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

We have 81% renewal of local accounts with 82% of our subscribers being on the air from 5 to 27 years without interruption.

What's the Outlook for '59?

BROADCASTING's February 9 issue called Perspective '59 will give you an exhaustive, comprehensive inquiry into every area of broadcast advertising including features like this:

- **Exclusive report of tv-radio net time sales for 1958.**
- **J. Walter Thompson's Arno Johnson analysis of tv-radio volume in '59 in relationship to economic trends.**
- **Nielsen report on attitudes of tv-radio audiences.**
- **Feature Film Supply . . . How long will it last?**
- **Videotape. Revolutionizing tv production in '59.**
- **RAB's Kevin Sweeney and TvB's Norman Cash reports.**

These, and other important contents including our regular spot news coverage, make the February 9 issue an outstanding advertising value.

Deadline: January 30; Regular rates

WIRE or PHONE nearest BROADCASTING office for your reservation now. 24,000 circulation.

KNOW THAT AT NO TIME IN OUR PCP NEGOTIATION WITH WRVA HAS TOPIC OF INTEGRATION BEEN EVEN A MATTER OF CONVERSATION, ALTHOUGH, AS YOU HAD BEEN INFORMED, CBS NEWS COVERAGE WAS A FACTOR.

ARTHUR HULL HAYES
PRESIDENT
CBS RADIO, NEW YORK

Yes, there is a WPAC-FM

EDITOR:

A long time ago somebody told me that when you have to explain, you're always in the wrong. This has never been more forcibly driven home than when some joker took it on himself to send in a phony report to the UPI [satellite "broadcasting"]. Each time the story has been told, some inaccuracy has been added. The current one appears in your box story in the Dec. 29 issue [page 58]. It says WPAC has no fm. Quite the contrary, WPAC-FM has been in operation well over a year. We operate with 10,000 w ERP and are enjoying a large acceptance by both listener and sponsor. Along with its sister station WPAC-AM, it is doing very well thank you. It operates at 106.1 mc.

Lee Morrison
WPAC-AM-FM
Patchogue, L.I., N.Y.

Matter of semantics

EDITOR:

I note on the AT DEADLINE page of your magazine for Dec. 22, 1958, that you now have KFBB-TV Great Falls an affiliate of the Z-Bar Network. . . . KFBB Radio and KFBB-TV are not affiliated in any way with the Z-Bar Net. Our stations are still owned by Wilkins Broadcast Inc. and on the tv side we are affiliated with CBS, ABC and NBC, and we get our live picture into Great Falls from the networks in Salt Lake via the Skyline Network. Will you please print a correction?

J. P. Wilkins
KFBB Great Falls, Mont.

[EDITOR'S NOTE: KFBB-TV holds "license" from Z-Bar Network Inc. to rebroadcast from KXLF-TV Butte, Mont., according to pending suit by Z-Bar and KXLF-TV against Helena Television Inc., community antenna firm at Helena, Mont.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

KRON is TV in SF

San Franciscans are sold on KRON-TV

Participations Available

LAUREL AND HARDY

12 Noon - 12:25 p.m.
Monday - Friday

Followed by News
12:25 - 12:30 p.m.

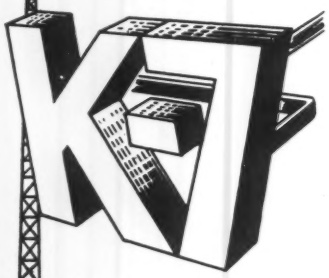
• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

FAMOUS BRANDS of Texas

THE "JA"

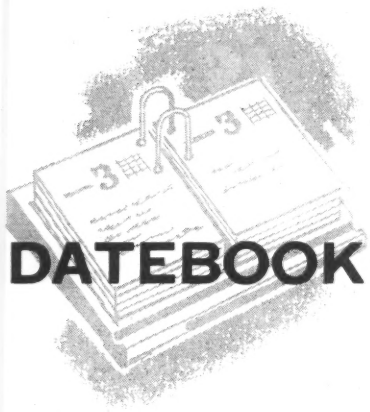
An unlikely pair—English gentleman and rugged cowboy—ran the first ranch in the Texas Panhandle. The "JA", it was named for Englishman, John Adair. Charles Goodnight, the cowboy, gave his name to a famous old west trail.

ANOTHER BRAND BECOMING FAMOUS IN THE TEXAS PANHANDLE . . .



Yes, and K-7 is burning a deep impression on televiewers across the great High Plains! New management, new full power, new full-day programming, and new ABC interconnection . . . PLUS a consistent, exciting promotion campaign . . . enable KVII-TV to sell your brand in a rich growing marketing area. Get the K-7 story from the Bolling Company.

K7 KVII-TV amarillo, texas



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JANUARY

Jan. 19—Radio & Television Executives Society's 'Newsmaker" luncheon, 12:30 p.m., Ballroom, Hotel Roosevelt, New York. U.S. Ambassador to the U.N. Henry Cabot Lodge will speak on international relations.

***Jan. 19-20**—Six cities seeking 1960 Republican National Convention will present their bids to **GOP Site Committee** at Savery Hotel, Des Moines. Radio-tv spokesmen will be heard Jan. 20, 5-6 p.m.

Jan. 20—**Screen Producers Guild** awards dinner, Beverly Hilton Hotel, Los Angeles.

***Jan. 20**—**Radio & Television Executives Society** Timebuying & Selling Seminar luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York City. Topic: "All-Media Buying, Pro & Con." Speakers: Dr. Seymour Banks, vice president, Leo Burnett Co., Chicago, and Michael J. Donovan, vice president-associate media director, Benton & Bowles, N.Y.

***Jan. 21**—Comments invited on **FCC** inquiry into space-space and space-earth frequency allocations. Docket 12,263.

***Jan. 23-25**—**National Advertising Agency Network**, eastern regional conference, Statler Hilton Hotel, Washington.

Jan. 23—**NAB's Tv Code Review Board** will meet at association's Washington headquarters. Enforcement of "men in white" ban against actors' portrayals of doctors, dentists and nurses will be reviewed. Ban went into effect Jan. 1.

Jan. 23—Oral argument scheduled before **FCC** en banc on Indianapolis ch. 13 grant held by Crosley Broadcasting Corp. Case remanded by U.S. Court of Appeals for District of Columbia on ground that FCC Comr. T.A.M. Craven should not have voted since he did not hear oral argument.

Jan. 23—**Broadcasters Promotion Assn.** steering committee meets in WGN-AM-TV Chicago studios. Board holds first meeting under new BPA President Charles A. Wilson at the Kungsholm Restaurant, Chicago.

Jan. 23-25—Mid-winter conference of **Advertising Assn. of the West**, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25—**American Women in Radio & Television** (Great Lakes area) will meet in Detroit.

***Jan. 24**—Report of **Television Allocations Study Organization** to be reviewed by TASO board.

***Jan. 27**—Board of directors, **Assn. of Maximum Service Telecasters**, Shoreham Hotel, Washington, to hear reports on TASO directional antenna test program.

Jan. 27-29—**South Carolina Radio & Television Broadcasters Assn.**, winter convention, Hotel Wade Hampton, Columbia. Members of General Assembly will be entertained at Jan. 28 banquet.

Jan. 28-29—**Georgia Radio & Tv Institute**, sponsored by Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, at Athens.

Jan. 29—Cooperative advertising workshop, **Assn. of National Advertisers**, Hotel Pierre, New York.

Jan. 30—Oral argument scheduled before FCC en banc on Seattle ch. 7 grant held by Queen City Broadcasting Co. (KIRO). Case reopened on petition for reconsideration filed by KXA and KVI, both Seattle.

FEBRUARY

Feb. 1-6—Winter meeting of **American Institute of Electrical Engineers**, Statler Hilton Hotel, New York, includes four sessions devoted to radio and tv experiments and operations. NBC and CBS videotape installations will be described.

Feb. 2-6—Combined **NAB boards** will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with Tv Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, Tv Board; Feb. 5, Radio Board; Feb. 6, combined Tv and Radio Boards.

Feb. 5-April 30—Thursday evenings, 13-week seminar in operations research for advertising and marketing personnel, sponsored by **Advertising Research Foundation**, at site to be announced.

Feb. 5-8—**Hi-fi Show**, Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

Feb. 8-14—**National Advertising Week**, sponsored by Advertising Federation of America and Advertising Assn. of the West.

***Feb. 14**—**Institute of Radio Engineers, Washington Section**, annual banquet, Statler Hilton Hotel, Washington.

Feb. 15—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in **U. S. District Court**, Washington. Motions for trial to be held in Miami are pending.

Feb. 17-20—**Audio Engineering Society**, annual western convention, Hotel Biltmore, Los Angeles.

***Feb. 18**—Comments due on **FCC** proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

***Feb. 21**—**United Press Intl. Broadcasters Assn. of Connecticut**, Jolly Fisherman, Norwalk.

Feb. 24-25—**NAB Conference of State Broadcaster Assn. Presidents.** Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

***Feb. 25-27**: **Electronic Industries Assn.** industrial relations conference, Chase-Park Hotel, St. Louis.

MARCH

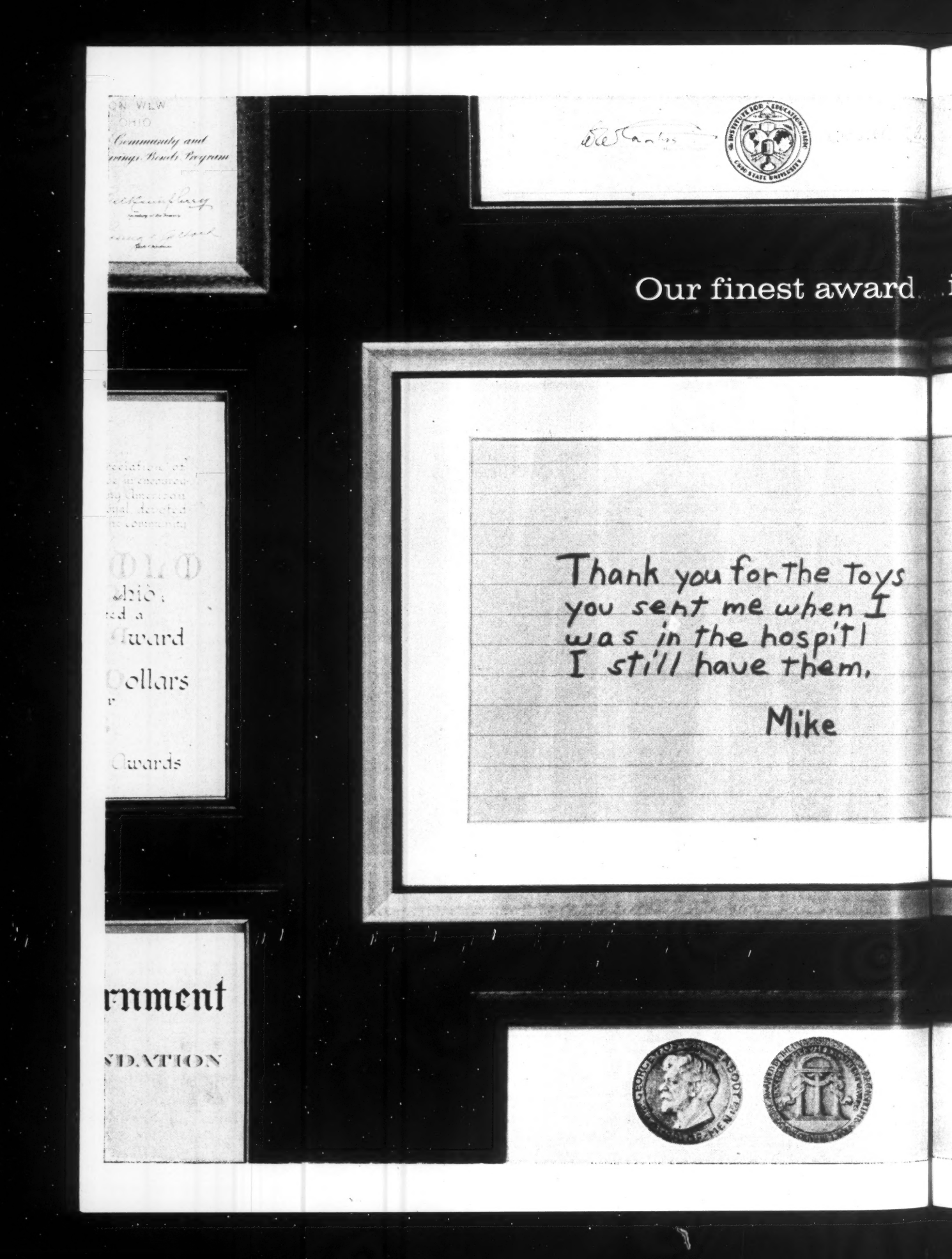
March 2—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the **FCC** by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast

THE BIG M NUTE

We believe that the most wildly successful show on earth means little, if each minute devoted to the sales message does not hold and *move* your audience. . . . With us, show business is *business*—business that shows a profit for our clients. **N. W. AYER & SON, INC.**

The commercial is the payoff


Community and
Our finest award
Thank you for the toys
you sent me when I
was in the hospitl
I still have them.
Mike

rd is written in pencil

Of course we're proud of the silver and bronze plaques, the medals, the handsomely lettered scrolls that make up the more than 100 major awards won by Crosley Broadcasting Corporation.

But our finest award is written in a child's hand on lined paper. It simply says, "Thank you for the toys you sent me when I was in the hospitl. I still have them."

In our 36 years of broadcasting and over 10 years of telecasting, we have been privileged to make many contributions to the progress of the industry. Our public services, our showmanship and technical skills are widely known. But our finest achievement, acknowledged by a child, is keeping heart and humanity in broadcasting and telecasting.

Wherever there is a WLW—Indianapolis, Cincinnati, Columbus, Dayton, Atlanta—there is also the warm and friendly spirit of a station that puts service to the community above all other considerations.

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

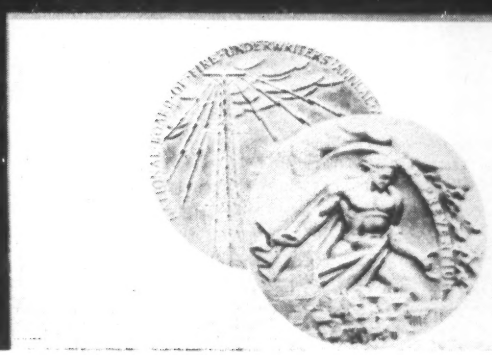
THE CROSLEY GROUP

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

W L W
Radio

Crosley Broadcasting Corporation, a division of *Avco* Manufacturing Corporation



AGAIN!

Rochester, N. Y.'s largest*
Over-All
share of audience!

★

274 FIRSTS*
out of 455 competitive
Quarter-Hours

★

11 of the top 15*
Rochester favorites

*Rochester Metropolitan Area
TELEPULSE, OCT., 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y.
IT ALL
ADDS UP TO

10 CBS BASIC

equipment are eligible to exhibit. Annual **NAB Engineering Conference**, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 18-20—Quarterly conference, **Electronic Industries Assn.**, Statler-Hilton Hotel, Washington.

March 23-26—National convention, **Institute of Radio Engineers**, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend.

APRIL

***April 5-8**—**National Retail Merchants Assn.**, sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—**National Premium Buyers**, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7 same site.

***April 8**—Deadline for comments to **FCC** on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

April 12-14—**Assn. of National Advertisers**, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—**American Newspaper Publishers Assn.**, Waldorf-Astoria Hotel, New York.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

***April 26-29**—**National Assn. of Transportation Advertising** convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30—**International Advertising Assn.** convention, Hotel Roosevelt, New York.

April 30-May 3—**Assn. of Women in Radio & Television**, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, **Advertising Federation of America**, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—**National Radio Month** opens.

***May 1**—**National Law Day.**

May 4-6—**Assn. of Canadian Advertisers**, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—**Society of Motion Picture & Tv Engineers**, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla.

May 20-22—**Assn. of National Advertisers**, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—**Electronic Industries Assn.**, annual convention, Sheraton Hotel, Chicago.

JUNE

***June 1-3**—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section**, Paine Hall, Harvard U., Cambridge, Mass.

June 7-10—**Advertising Federation of America**, annual convention, Hotel Leamington, Minneapolis.

***June 9-11**—**National Community Television Assn.** annual convention, Mayflower Hotel, Washington, D.C.

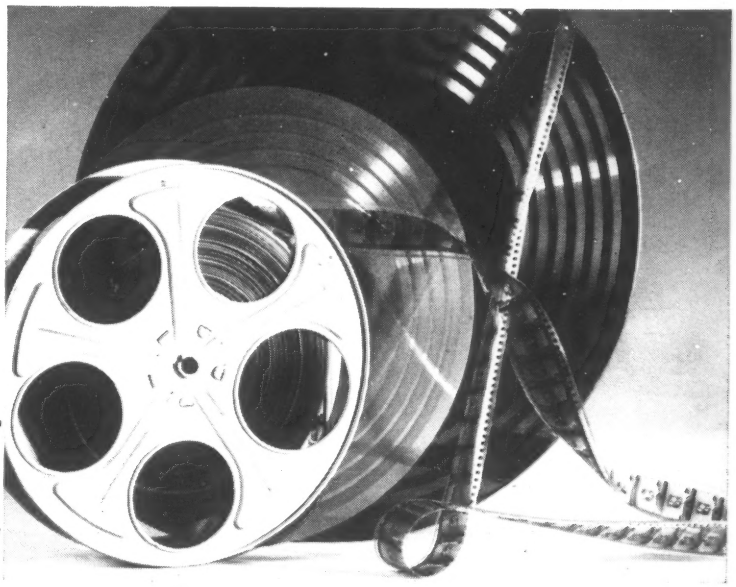
June 12-16—**National Federation of Advertising Agencies**, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17—**National Industrial Advertisers Assn.**, national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 28-July 2—**Advertising Assn. of the West**, annual convention, Tahoe Tavern, Tahoe City, Calif.

OCTOBER

***Oct. 12-14**—**National Electronics Conference**, Hotel Sherman, Chicago.



When you gotta get the show on the road . . .

SHIP BY GREYHOUND® PACKAGE EXPRESS

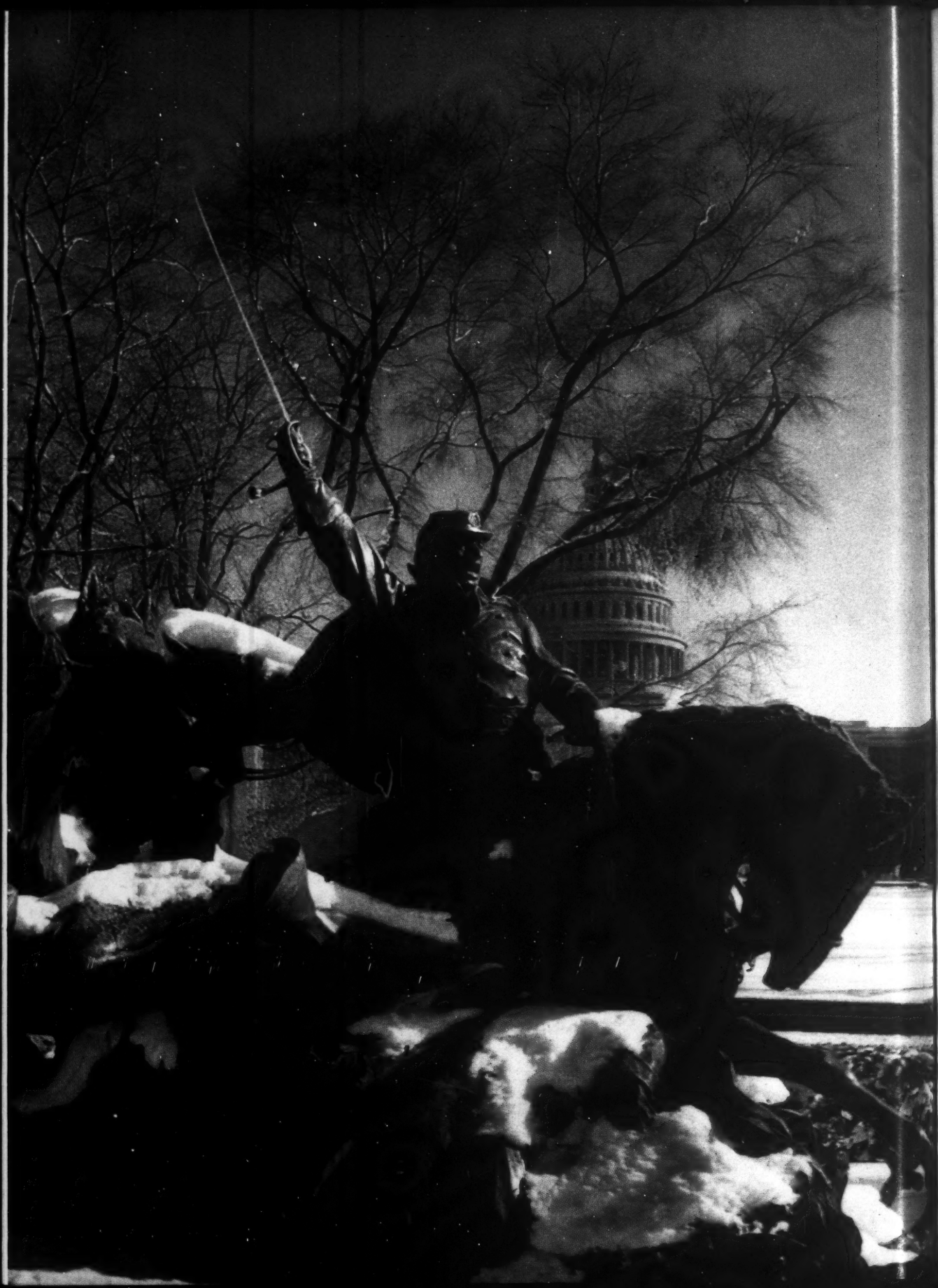
IT'S THERE IN HOURS... AND COSTS YOU LESS!

Your packages go anywhere Greyhound goes . . . and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

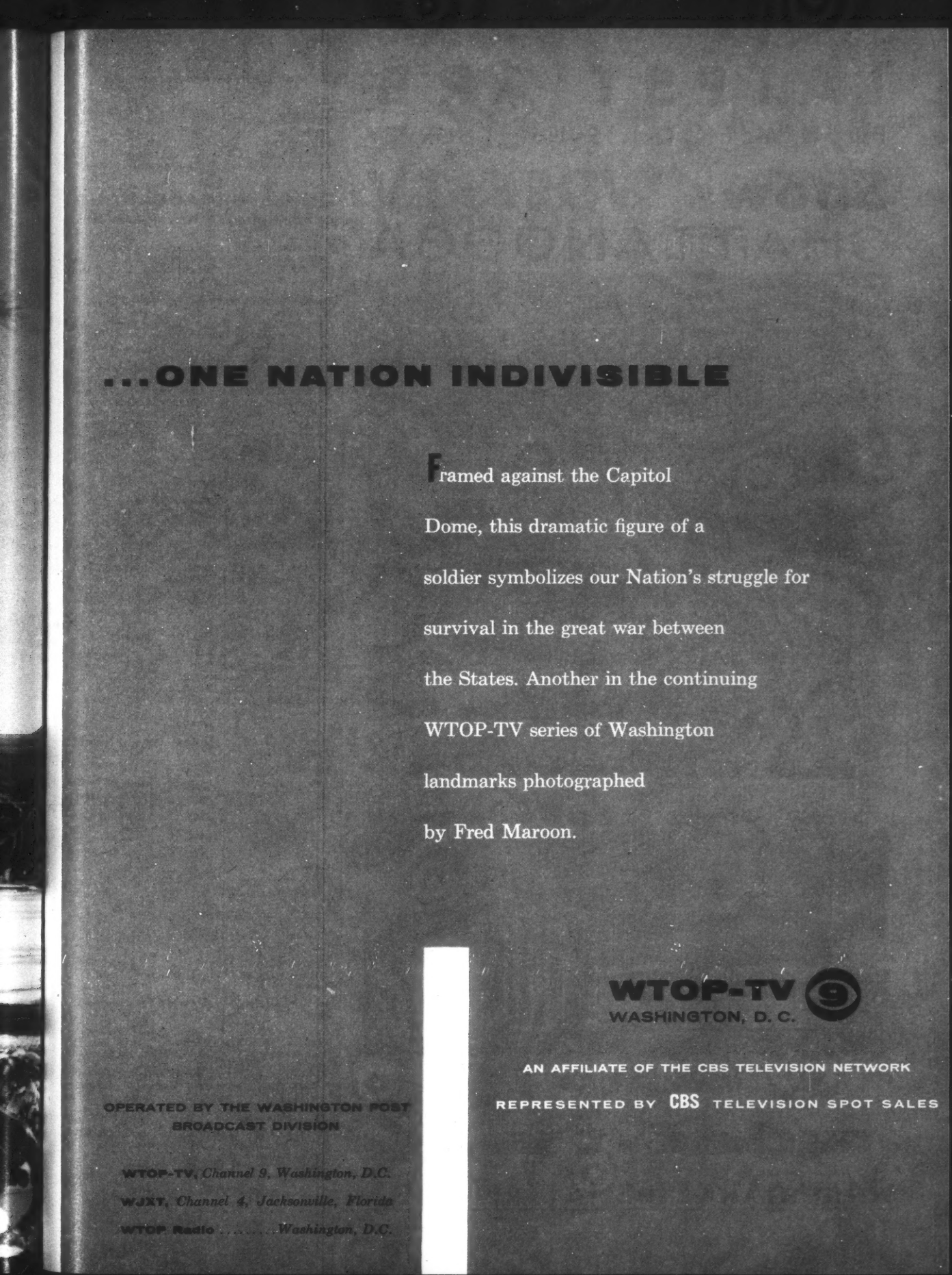
What's more, Greyhound Package Express offers this service seven days a week . . . twenty-four hours a day . . . even on week-ends and holidays! Packages get the same care and consideration as Greyhound passengers . . . riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

So remember—anything from reels to records can be sent Greyhound Package Express.

Call your nearest Greyhound bus station or write to Greyhound, Dept. B1, 5600 Jarvis Ave., Chicago, Ill.



...ONE NATION INDIVISIBLE



Framed against the Capitol Dome, this dramatic figure of a soldier symbolizes our Nation's struggle for survival in the great war between the States. Another in the continuing WTOP-TV series of Washington landmarks photographed by Fred Maroon.

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio .....*Washington, D.C.*

LATEST ARB

FOUR WEEK, Oct. 15 - Nov. 11 SURVEY

Shows WDEF-TV CHATTANOOGA

First total competitive quarter hrs.

WDEF-TV 226

Station B 191

Station C 61

First prime viewing hrs. 7-11:15pm

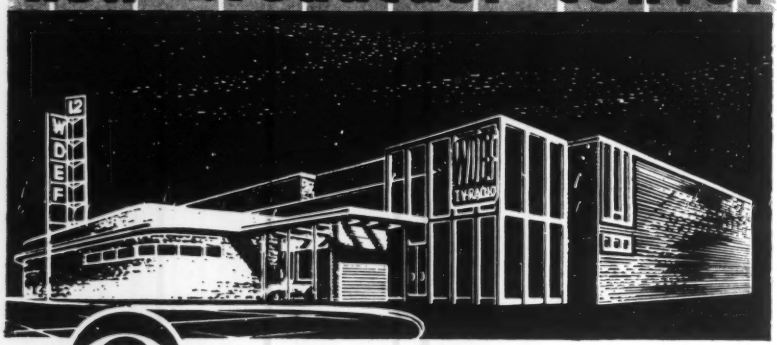
WDEF-TV 71

Station B 27

Station C 22

First in facilities too!

now telecasting from new broadcast center



CBS TELEVISION

The BRANHAM Company

wdef-tv 12

74th MARKET•CHATTANOOGA

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VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
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ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

BROADCASTING*

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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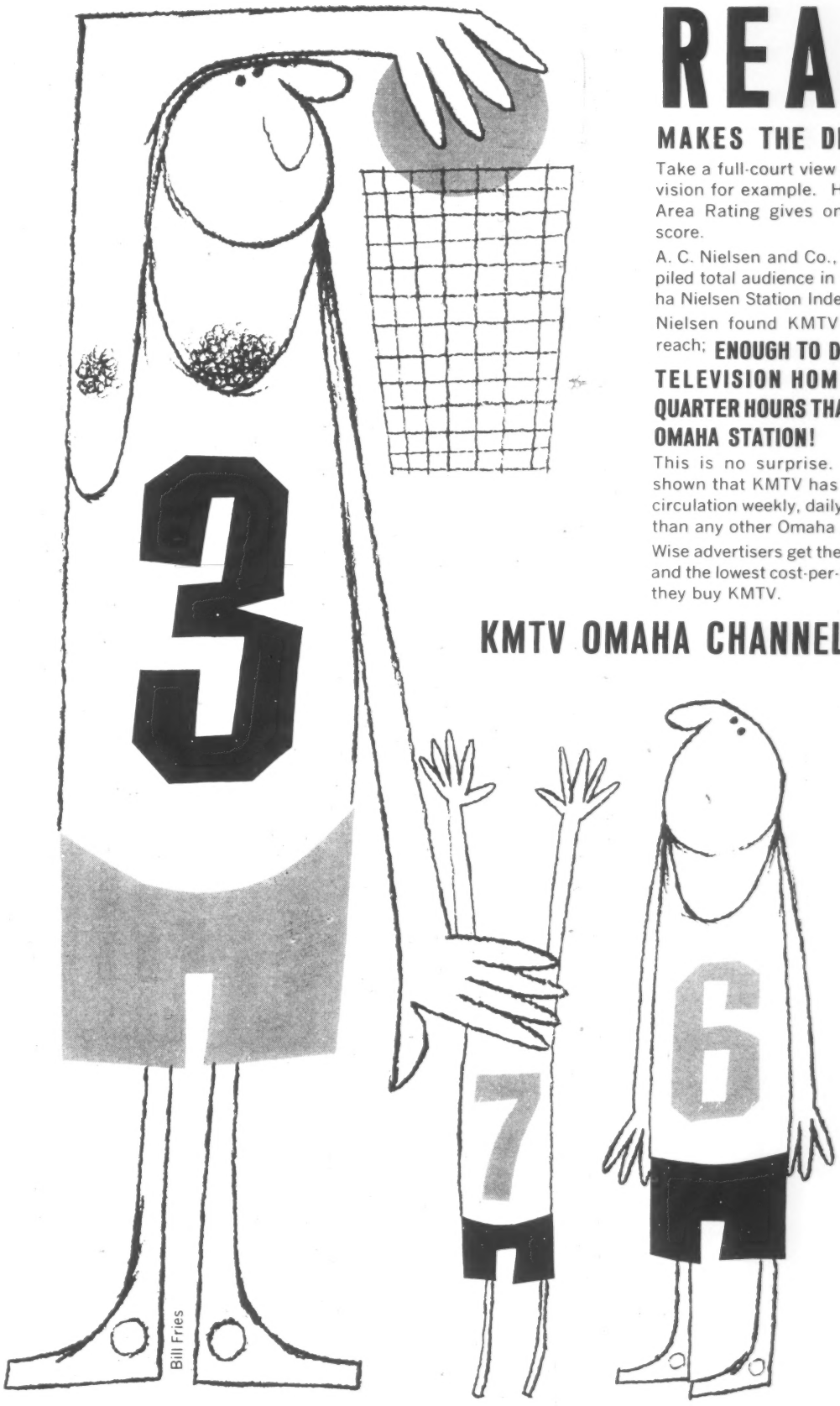


REACH

MAKES THE DIFFERENCE

Take a full-court view of Omaha television for example. Here, the Metro Area Rating gives only part of the score.

A. C. Nielsen and Co., however, compiled total audience in their first Omaha Nielsen Station Index in November.

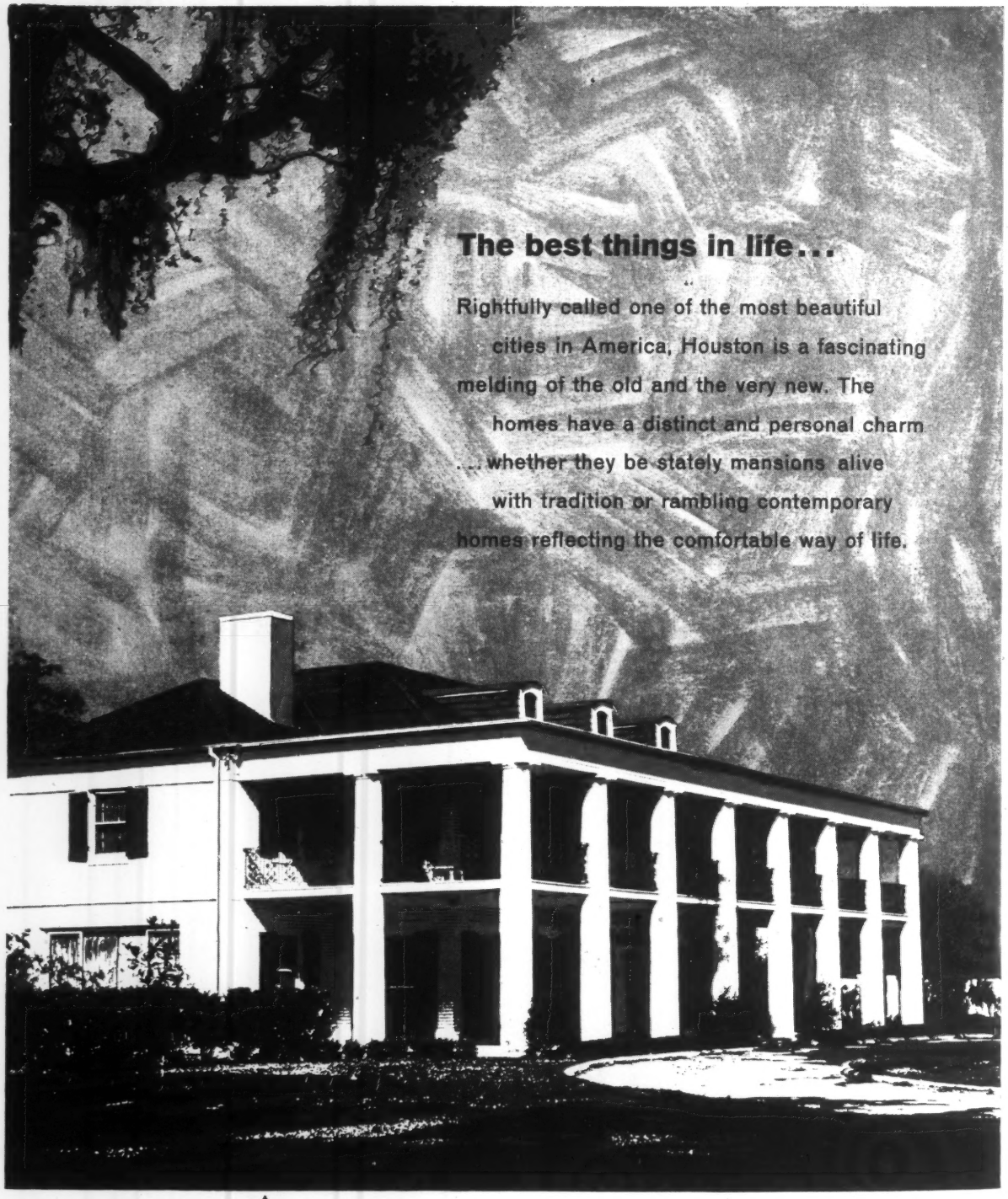
Nielsen found KMTV has plenty of reach; **ENOUGH TO DELIVER MORE TELEVISION HOMES IN MORE QUARTER HOURS THAN ANY OTHER OMAHA STATION!**

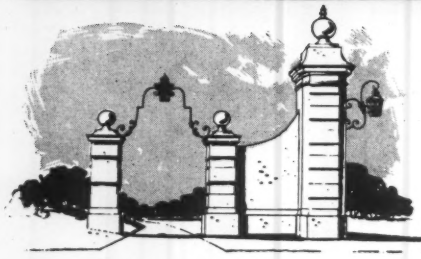
This is no surprise. NCS #3 had shown that KMTV has more total set circulation weekly, daily, day and night than any other Omaha station!

Wise advertisers get the highest scores and the lowest cost-per-thousand when they buy KMTV.

KMTV OMAHA CHANNEL THREE

ED PETRY AND EVERY MAN ON HIS TEAM HAS THE KMTV STORY.


The best things in life...
Rightfully called one of the most beautiful cities in America, Houston is a fascinating melding of the old and the very new. The homes have a distinct and personal charm ...whether they be stately mansions alive with tradition or rambling contemporary homes reflecting the comfortable way of life.



Serene and picturesque, the homes in River Oaks stand as the very embodiment of gracious living.

K T R K TV -ABC BASIC

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.

GENERAL MANAGER, WILLARD E. WALBRIDGE
COMMERCIAL MANAGER, BILL BENNETT

MONDAY MEMO

from **GENE ACCAS,** *associate media director, Grey Adv., New York*

What to do 'til the Univac comes

Some day—and it may not be too distant—the same men who put a talking satellite into orbit . . . the same men who built a chess-playing machine and one that translates foreign languages . . . may take a little time and develop a media machine.

When that happens, we rather doubt that the tumbrels will roll on Madison and Michigan Avenues or that the pink slip guillotine will decimate agency rosters. For no machine—no matter how complex, how swift, how vast its "memory," no matter how "human"—can replace the human.

Why We Need People • May we limit this discussion to the medium of television? To begin with, there are three networks. While buying network television is *difficult* the problems are finite. To be sure, one network leads the other two in a given time period. One kind of program will do better on Network "A" than Network "B". Sets-in-use vary. Lead-ins may be a factor; and so may lead-outs.

To make network matters more difficult, there are *programs.* Please don't say "the show's the thing." We know. Despite the added complication of this evanescent, El Dorado factor of network television there *are* facts we can work with. Take numbers (and they are available in the millions), add in history; take program-type performance and creative peoples' records, add *judgment* and human *experience,* and network buying is no more than difficult.

This difficulty is not a function of limited information; there is sometimes a plethora. The networks can field an army of 300-plus shock troops to support front-line executives and salesmen. These shock troops are the "numbers people"—the researchers, the sales planning, development and presentation men, the cartographers and allied artists. They are a persuasive and informative army. We are pleased they fire so much information at us.

Still, with its manifold problems, the network decisions are *relatively* simple; buying involves *relatively* few men and man-hours. But what of spot?

The Odds Are Uneven • TvB reports that advertising investments in *network* time ran $516 million in 1957, with *spot* about $450 million. In 1958 the estimates show both figures up, with spot at an 89% level of network.

How and why is spot booming? Not because any agency "invented" spot, or has a corner on the creativity of a 20 second commercial announcement. No, it is because an army of agency people have worked hard and L-O-N-G to take advantage of the unique utility and flexibility of spot for more and more of their clients. The stations and the station representatives have helped. But aside from the front-line troops of spot (the sales people) the support troops are sparse, very sparse. And so are the data on "station television," which is called spot.

There are at least five usable rating services. There are ID's, announcements, participations, program sponsorships and packages. There are preemptible spots and run-of-station schedules. What is the competition doing? What is the "SQ" (selling quotient) of local personalities? What is the apparent cost-per-thousand and *actual* one?

A good, experienced spot broadcast media buyer is worth his weight in ambergris. He (and frequently she) is invaluable because in addition to the knowledge of the *science* part of spot, he knows the *art* part. This is almost occult, involving, as it does, the *sensing* of facets of spot that may not even exist in the mind of the "unenlightened."

So, with the problem vaster, the information is far sparser, when we compare spot with network. That is the fundamental reason for the unique value of spot buyers and their *experience.*

In the Land of the Red Queen • Do you remember what Lewis Carroll's Red Queen said? "You see, here it takes all the running you can do to stay in the same place. If you want to get some place else, you have to run twice as fast." How wildly true of spot! No, it is not a Wonderland, but it is a world of experience, of speed and adaptability; of endurance and judgment. We trust it will not dismay network advertisers when they learn that five or six times as many man-hours may go into investing a spot dollar as a network dollar.

Network buying is difficult. Do not conclude from the above that spot buying is impossible—it just takes a little longer. But it is done, and successfully.

It can be done even more successfully if these please may be made:

(1) Let there be more, ever more, data on "station television" which is spot television. Let there be more frequent audience measurement in more markets and let these cover broad, meaningful and not "hypered" periods.

(2) Let stations and station representatives provide all the facts and figures available — unadorned by fancy copy and slogans.

(3) Let the able artisans of media guide and decide the spot buys, with the welcome assistance of the media research scientists.

(4) Let media increasingly use the touchstones of *share, trending* and *area* ratings in spot buying.

There are no simple solutions in the chemistry of spot television. But the surest road to success in this station-half of television lies along the way paved with the judgment, knowledge and experience of media buyers. If this be a panegyric of media buyers, please make the most of it.

And when the salesman comes around taking orders for media machines, we intend to say we can't use one. We've decided to go right on using *people.*

Gene Accas, b. Oct. 6, 1922, New York City; Syracuse U., magna cum laude; master's degree, international economics, Fletcher School of Law and Diplomacy; listed in current Who's Who. *First job in advertising in 1947 with Foote, Cone & Belding, in research; joined NBC in 1950 as radio sales presentation writer; moved to ABC year later and served in several executive posts including director of advertising, promotion, publicity and continuity acceptance, director of radio sales promotion and manager of radio sales development. When director of sales development and research, he left in February 1956 to join Television Bureau of Advertising as v.p. in charge of operations; returned to ABC-TV in February 1957 to become administrative v.p. He joined Grey Adv. last summer. He is married to the former Sandra Sherrard.*

Shrimps to Telepathy

A BILLION-ODD YEARS AGO, on the floor of the ocean, the art of advertising was born when some forward-looking shrimps learned to crack their knuckles and some females (God bless 'em – still most sought after by most advertisers) responded. But don't think there wasn't hell to pay.

The sea anemones, and in fact all the frond-waving crowd, said that this new form of advertising was vulgar, disgusting, and a very low form of attention getting. The sea slugs, en masse, decried it as a really dreadful thing to bring noise into a world where there had been no noise before and where practically nobody had ears. You would have thought the world was coming to an end, rather than a beginning.

After a couple of million years all the shrimps were cracking their knuckles all the time, and everybody had got used to it and things were quite happy and normal until – well, until some "gifted" crustaceans thought up the idea of long antennae as a means of communication.

A terrific row was raised by everybody else – and the shrimps squawked the loudest. They said that this innovation would make their own advertising system outmoded, and unfairly so. Since it was unfair to them, it was degrading to the entire world. This row quickly settled down in an aeon or two and in the meantime things were beginning to happen up on earth – on dry land.

Here the competition in the advertising field was so bitter and so bloody and so useless that we'll skip the saurian details and come down to the last split-second of history, to Modern Man – to the last micro-second of history, to Modern Western Man.

Still confining our attention to the advertising field, we might first mention the prodigious ruckus raised by the Fraternal and Peregrinating Order of Town Criers when the job printers first started turning out handbills. You should have heard what the bell ringing news crooners had to say about the bill posters – or perhaps you shouldn't have. These latter didn't have long to enjoy the invective being heaped upon them because soon the bill posters had to turn their attention to a horrible conspiracy to wipe them out of existence – namely the introduction of the newspapers.

You've probably caught on by now and realize that newspapers were an invention of the devil. The newspapers lived a mighty rosy life for years and years. They managed to get along with their sister medium, the magazines, because the rhythm of publication was so different.

Then in the early 20's – Oh Brother! Some fiend incarnate taught wireless telegraphy how to talk! Here, indeed, was a frightening challenge to the newspaper industry. Here was a novel means of communication, and a great disseminator of news, entertainment – and advertising!

The familiar useless battle ensued. Newspapers tried in every way to prevent the

This advertisement also appeared in the 'New York Times,' 'New York Herald Tribune,' 'Chicago Tribune' and the 'Wall Street Journal.'

public acceptance which was bound to come for this new medium. They pretended it wasn't there and closed their columns to news of radio.

They vilified it. They ridiculed it.

Later, equilibrium was established once again in the advertising industry. Newspapers even used radio as an advertising medium to get circulation for their own publications, and radio used newspapers to get listeners. It seemed as if peace might reign forever in the advertising world. Then a few witches and men of magic got together in dark caves and planned to ruin all advertising media by persuading somebody to invent a thing called "the picture tube." When this new invention finally arrived – television – it proved to be such an amazing phenomenon that it stunned the entire industry.

Radio, still in its comparative youth, made a few feeble efforts at ridicule, calling the television men "the magic lantern boys," and then sat around stunned at its loss of listeners until finally, with good sense, it started to rebuild its medium to fit the needs of the public, and today is once more flourishing and a fine competitor to other advertising media. Newspapers and magazines remained appalled – but they remained in business.

Within the last few months the hue and cry against television has become louder. Some publications are seeking to fight this demon who is taking away their advertising dollars. The sad thing about it is that they are fighting in the same million-year-old way. They are attempting to deprecate television as an advertising medium.

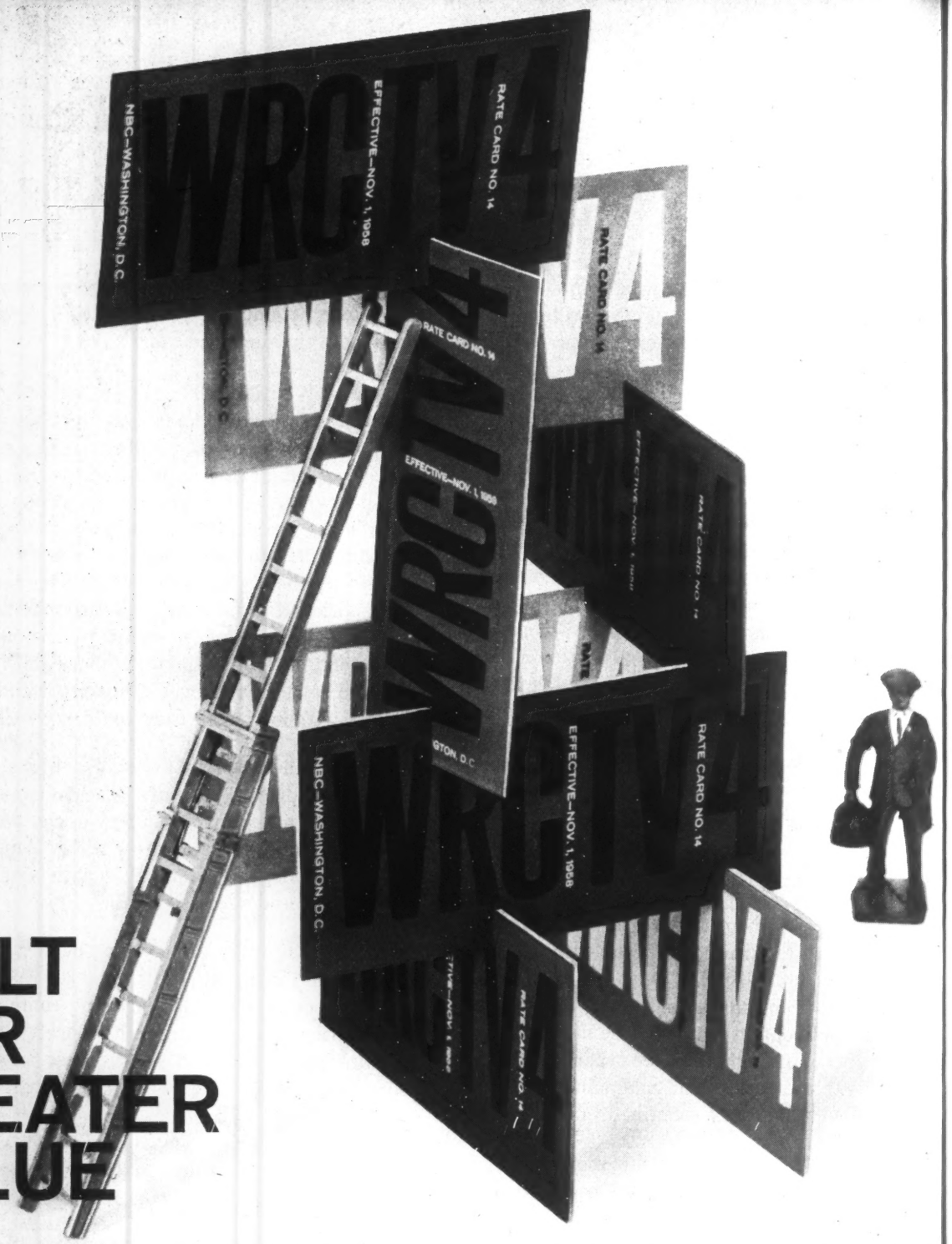
We like all advertising. We like newspapers, radio, television, magazines, and all the others. They are all effective. If a newspaper or magazine didn't print what the public wants (be it entertainment or news), it would not be read. If a radio or television station failed to broadcast good programs, it would not be watched or heard. The fact is that successful newspapers and magazines *are* read – and people *do* watch television and *do* listen to radio. Without listeners and viewers and readers, they would be without advertisers, without whom they could not exist.

All advertising media might well follow the proven path of "peaceful co-existence," and make sure that they are geared to the wants and needs of present-day America to the nth degree. Along this path alone lie prosperity and success for all.

Anyway, we have to spend a lot of time thinking up all the things we're going to say about the next advertising competitor –telepathy. That's going to be a pretty cheap medium for the advertiser, because anybody (with brains, that is) will be able to get the message.

do you agree?

Petry & Co., Inc.



BUILT FOR GREATER VALUE

WRC-TV's new rate structure* offers Washington advertisers the best dollar value in the station's history. Television viewing in the Capital today is a quarter again as large as it was in 1955 while rates have increased only slightly. *A comparison of the new rate structure and the increased TV viewing shows that WRC-TV now penetrates a 26.3% larger potential audience at an 11% lower cost per thousand!* Add to this one more fact: The latest seven-month trend of ARB reports (June through December), shows WRC-TV leading all other Washington stations in total weekly share-of-audience! Washington is booming. Profits are greater than ever. And WRC-TV can make the most of it... for you! ■ *NBC Leadership Station in Washington, D.C. Sold by NBC Spot Sales.* **WRC-TV·4**

*WRC-TV Rate Card Number 14

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 19, 1959
Vol. 56 No. 3

SUDDEN SPURT TO SINGLE RATE

- **Objective is one price for local, national business**
- **Multiple rates blamed for hampering spot development**
- **Station reps back drive for uniformity in tv and radio**

A move to break down the double standard in radio and television station rates—different cards for local and national business—appeared to be shaping up last week with three separate developments providing the momentum.

• The three Balaban radio stations, denouncing multiple rates as "one of the greatest detriments" to the radio business, announced they would adopt single rates for all advertisers, effective March 1.

• KTUL Tulsa announced it would introduce a one-card system Feb. 1 as "a major step" toward cleaning up the "confusing and often unfair situation" created by multiple rates.

• Lawrence Webb, managing director of Station Representatives Assn., charged the multi-rate policy is driving important money out of spot radio and television, called for "a single rate card for all advertisers" as "the most logical and sensible" answer to "this thorny problem."

Differentiation in rates for local and national business—and in some cases the offering of still other rates to other advertisers—has created snarls over the years. More and more national and regional advertisers have undertaken to "buy for less" by applying through dealers and distributors for local rather than the higher national rates.

Historians of this tactic report that while it originally was used by a relatively limited number of product categories, it has now spread to many, including soft drinks, clothing, beer, cigarettes, shoes, automobiles, appliances and food products. Soft drink manufacturers, placing business via local bottlers, are often cited as one of the principal originators of the practice.

Authorities estimate that millions of dollars in spot business are being placed by national advertisers—at local rates.

Agency Dilemma • Although important agencies have been known to push for local rather than national rates for some of their clients, on the grounds of some local connection, it was also pointed out that often the national-level agency may lose control of appropriations. For instance, the local distributor or broker may place the business through a local agency, which then gets the commission. The temptation then, station sources maintain, is for the national-level agency to recom-

Balaban's Box

KTUL's Schoonover

SRA's Webb

Will their decisions lead to eventual elimination of one of broadcasting's most troublesome problems?

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE

... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE

With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET

WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

mend other media—such as network television or magazines—to avoid this chance of losing part of the budget.

The double rate practice has been called by some "the biggest single problem in the broadcasting industry."

John F. Box, executive vice president of the Balaban stations said, "the single rate card for all advertisers" is the "only answer" and that WRIT Milwaukee, KBOX Dallas and WIL St. Louis would adopt it. At all three stations, the new rate is the higher national rate rather than the lower local price (WIL already had a single rate, but is putting into effect an over-all rate increase).

The stations, Mr. Box continued, "realize that the adoption of this policy requires better selling and constant further improvement of product to support the stepped-up creative sales effort."

Good for All • Bernie Strachota, WRIT general manager, said that "unfortunately Milwaukee has been traditionally a soft-rate market," with radio there "devaluated in improper pricing and selling" despite its "tremendous record for delivering excellent sales results." He said the new pricing policy will be pursued with "a constant awareness to see to it that every dollar spent on WRIT by an advertiser, local or national, produces maximum results." Mr. Strachota felt the move could be beneficial not only for the Balaban stations "but also the over-all broadcasting industry."

Ed Hunt, general manager of KBOX, took a similar stand and added: "We have made certain further adjustments in the KBOX rate card to provide even greater values than heretofore for all of our advertisers, local and national. Our customers throughout the country now have the secure knowledge that like price for like service prevails on our station."

Robert E. Eastman, whose Robert E. Eastman & Co. representation firm includes the Balaban stations among its clients, and at whose offices the meeting on the new rate structure was held, called the multiple rate problem "a terrible blight on the entire broadcasting industry." He predicted the Balaban move would "encourage other stations to follow the same course."

Mr. Eastman said station representatives "have long wrestled with the problem" and that "the only practical answer knowledgeable people have been able to come up with is one rate." This, he said, is "assurance for advertisers and agencies that they can buy spot radio secure in the knowledge that nobody on the local scene can buy it better or cheaper." He continued:

"Millions of dollars of national advertising are improperly handled and

Eastman: double rate a blight on broadcasting

serviced because of the existence of double and triple rate structures. In many cases the highly skilled services of leading advertising agencies are diminished for prospects buying their spot radio through local factors. With a single rate system there is no need for this subterfuge."

KTUL Acts • KTUL General Manager James H. Schoonover, announcing his station's one-rate decision, said that "for many months the problems arising from the differential between local and national rates have become increasingly apparent. It is not necessary to relate these common occurrences in detail.

"We believe we have arrived at a scale that is extremely equitable and versatile enough to answer the needs of any advertiser. In addition, we have endeavored to outline rates to make it as simple as possible for the time-buyer to figure prospective schedules. We earnestly believe this is an important step forward in tailoring modern radio to today's needs."

Mr. Schoonover said that KTUL is the first single-rate station in its market. KTUL is represented by Avery-Knodel.

Webb Speaks Up • SRA's Managing Director Webb spoke out against the multiple-rate practice in a speech prepared for delivery Saturday (Jan. 17) at the annual meeting of the Oklahoma Broadcasters Assn. at Claremore. After reporting on spot radio and tv activity in the past year, he said:

"It is a known fact that quite a num-

wherever they be

it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

over two million Italians agree

Someday, perhaps, we'll be selling outer space. At the moment, however, our efforts are more localized, encompassing the 17 county greater New York area. This "atmosphere" is WOV territory — a territory which encompasses over 2,100,000 Italian speaking people — the largest "Italian City" in the world.

It is larger than Boston, Atlanta, Cincinnati and Columbus, Ohio combined! And it is getting even larger every day. Just the increase by immigration alone since 1948 (118,330) is greater than the entire population of Erie, Pennsylvania — or Duluth and almost twice the size of Galveston.

If you want ALL of the greater New York market you cannot ignore the "Italian City" concept. And if you want this "Italian City" you cannot reach it without the radio voice of WOV.

WOV NEW YORK-ROME

Representatives: John E. Pearson Co.

ber of national spot advertisers do not buy spot radio advertising at the national level because they have learned that there are a number of doors open for them at the local level, that enable them to buy radio time at so-called 'local rates.'

"This is known as the double rate card system, and we know of quite a number of cases where stations have triple and quadruple rate cards. Which means that such stations operate on the basis of 'how much money does the advertiser have to spend in the market, and let's work out a deal.'

"Let's not concern ourselves here with how advertisers who market their products over many states and in wide areas within one state work out deals at the so-called 'local rates.' What we are primarily concerned with is the effect of such transactions on the radio and television industry. National advertisers who continue to follow the regular channels of radio and tv media buying, but feel that their competitors or other advertisers are getting a better deal for their spot radio and tv advertising dollars, slowly lose faith in the media and decide to spend their advertising dollars elsewhere.

"Broadcasters may come up with all kinds of reasons for maintaining the double rate structure, but they can never justify such practices in the eyes of the national advertiser or the radio and television industry as a whole."

Next Best Thing • Mr. Webb said that "if a broadcaster conscientiously feels that he cannot operate on the single rate, for reasons peculiar to his market, then the next best practice is to eliminate the words 'national' and 'local,' substitute the words 'general' and 'retail' rates, define such categories of rates with a sound workable definition, base his rates on what he knows his product is worth, and make up his mind to live with it. He will not only feel renewed respect for himself, but he will win the everlasting gratitude of the entire industry."

Mr. Webb told the Oklahoma broadcasters that it made him "very happy" that one of their associates, KTUL, had adopted the single-rate policy.

As an example of the changes effected by the Balaban stations, Mr. Eastman said that where KBOX had formerly pegged one-minute announcements in "drive time" (peak traffic periods) at $12.50 for local and $15 for national, the new single rate will be $15. On WRIT, the local one-minute rate in "drive time" has been $12.50 as against $18 national, which becomes the single rate. On WIL, which has had a single rate, one minute in "drive time" goes from $40 to $50. On all three stations, the new rates in other periods are similarly raised.

SATURATION MODES

RTES hears success of Nescafe, Lestoil

The method of saturation advertising as applied by spot radio and spot television users was under the microscope last week.

Handling radio at the Radio & Television Executives Society's timebuying seminar session in New York was agency executive Joseph Scheideler, Bryan Houston's executive vice president. Tv was in the hands of advertiser I. L. (Ike) Eskenasy, a vice president of Adell Chemical Co. (Lestoil), Holyoke, Mass.

Gleaned from the finepoints:

• Bryan Houston's happiness with saturation radio centers in part on a technique as developed for client Nescafe—saturation schedule in a market selected to bring up a dragging sales curve—and later expanded into an efficient 1959 saturation radio buying technique.

• Lestoil, the all-purpose household liquid detergent, will be advertising at an annual rate of $14-15 million at the yearend, nearly all in spot tv. But Lestoil's love for the medium may be on the wane; at least it's now under a strain.

Nips Sales Sag • Mr. Scheideler's talk was based on Nescafe's experience with saturation technique. He emphasized that nearly 50% of all instant coffee sales come from 40 major metropolitan markets and competitive factors vary "more drastically" from market to market and month to month than do most grocery products.

He noted, too, that in a five-year span the whole concept of what is "saturation radio" has changed. Once about 20 announcements per week was considered "big stuff"; now the level is about 100 weekly. Nescafe started its 100 weekly spot run on WLW Cincinnati a few years back, and with some $3-4,000 per week reversed the sales decline in what then was a "trouble market." Next, Nescafe tried a similar campaign in New York (WNEW there) spending about $6,000 per week and "again results were justified."

But Nescafe (and Bryan Houston) didn't stop there. The technique was used from then on whenever any major market needed a hypo and before long, "saturation radio advertising became a regular and flexible part of Nescafe's annual media budget." By 1958 several major markets were so affected "as competitive selling efforts indicated a need for several short waves of greater advertising penetration."

In 1959, the technique will be continued on a market-expansion basis (see opposite page for Bryan Houston's long look at saturation).

Surprise Fret • The Lestoil spot tv success formula, told many times by many people in the past, got a new airing along with a surprise show of fret.

Object of Lestoil's disaffection is tv station rates, about which at one point during his speech, Mr. Eskenasy used the adjective "stratospheric." Hinted he: Lestoil might very well turn increasingly, albeit gradually, toward newspaper ads in markets in the future (he said Lestoil already is using papers in one market as its "basic" medium).

The Lestoil formula in spot tv, which brought the company up from an ad budget of $40,000 in 1954 to one of $6,950,000 in 1958 (at $10 million annual rate by the end of 1958), is to buy a minimum of 30 spots on each station in a market for a full year and to use only hours other than prime time. With the mushrooming of ad budget came a mushrooming of sales and the opening of markets throughout a large section of the country along the tv avenue.

Crux of his complaint is that when a third station opens in a market "the first two should logically lower their rates because of increased competition" but the older two stations instead maintain or even increase rates while the new station usually tries to assess the same. Thus, "the advertiser formerly

From Missouri

The demonstration tv commercial is still "a large part of the key to Lestoil's success," declares I. L. Eskenasy, Adell Chemical vice president and speaker last week at a timebuying and selling seminar in New York (see this page). It's far better, he says, to show how the product is used than "merely talking about it." He notes, too, that viewers tire of the same commercials and thus Lestoil has filmed new ones but within this framework: must be factual with no exaggerated claims or statements; no comparisons with other products; all statements of a positive nature; approach must be "soft" and not antagonistic, and that while commercials ought not only entertain, Lestoil with "Mr. Dirt" and the "Duck and the Painter" is scheduling animated commercials which are entertaining while being informative.

Saturation radio: how to buy it

Knowing "how to use" the medium you pick is as important as picking the medium in the first place. Take Bryan Houston's spot radio saturation technique for Nescafe.

The why, how and where follow, using the words of Joseph Scheideler, executive vice president of the agency, wherever possible (though condensed) and based on questions he posed and his answers given during a timebuying and selling seminar session last week. These answers, he notes, gave the agency its "base" for this year's saturation radio strategy.

Houston's Scheideler: American know-how

Q.—When does saturation radio reach a point of diminishing returns and at the same time decrease its built-in efficiency?

A.—With John Blair & Co. (station representation firm) we developed a *probability* curve to see what happens when announcements are added on a particular station, starting at 10 per week on up to 260 weekly. On the first test station, the curve began to level off at 120 though it continued to pick up appreciable penetration through 180 per week. We also wanted to know how much cost is added by each additional chunk of radio homes reached weekly as units of 10 announcements per week are added. Again, the point seemed to be 120-180 announcements per week on this cost-per-thousand homes measurement. (Optimum frequency can vary from one station to the next and on the same station at different times of the year. But charting the probability curve on penetration makes it relatively easy to tailor the saturation schedule in a market.)

Q.—How long does the audience remember radio announcements after the saturation schedule is off?

A.—We spent $150,000 on research over the past few years to find out. People still associate Ed Wynn with Texaco, Bob Hope with Pepsodent—show identification carried for decades, not just years. We studied the correlation of weight of a campaign and remembrance. The agency tried flurries of two-week saturations differently spaced in Cincinnati. Finding: People thought the campaign was continuous. Measures of store audits and sales showed a continued curve despite an interrupted pattern of advertising, indicating the specific Nescafe campaign had an effective life range of twice its airtime at least.

Q.—Does saturation radio trim the life span of a commercial, and when does audience boredom or irritation set in?

A.—Apparently there's no formula on whether or not saturation frequency of a commercial makes that announcement effective for a shorter length of time. The agency believes that a good commercial probably keeps gaining by repetition and by increasing the penetration of individual copy points. But the commercial can be freshened by playing variations on the basic theme and boredom or irritation avoided by spending much time in pre-testing and in preparation.

Q.—And, most importantly, how can you keep frequency up and the client's budget down?

A.—By going into a market with short and spaced flurries of saturation schedules rather than getting tied into consistent 13- or 26-week campaigns. This is no cure-all but it could solve certain types of product headaches, such as local competitive price promotion. Budgeting of saturation radio should be within the over-all product budget the same as money reserved for a campaign in any major media. The spot radio budget should not exist as a result of money available because of a network pre-emption or because some magazine dollars turned up when you missed a closing date.

reached the entire audience in the area with only the two stations; now he must pay 50% more to reach that same audience."

When to Review • When a point of diminishing returns is reached one must review the situation including the media used, he said.

Mr. Eskenasy said that in its "older areas," Lestoil has doubled its spot purchases because tv is "not watched as avidly or as regularly as in the early days" and so twice as many spots must be purchased to get the same number of viewers as when Lestoil started with tv in 1954.

But, he admitted, "In all fairness . . . our sales in these older areas increased with the added number of commercials."

Later in speaking of the Lestoil ad approach (see box), Mr. Eskenasy commented that the product has 6,000 spots weekly on more than 200 stations, that tv is the company's "first love," representing a medium that "has been thoroughly effective for us and has made our sales skyrocket."

B&B house ads laud longevity of tv shows

Benton & Bowles, among the first five agencies in network tv billing, is taking the unusual step of promoting its record of tv show longevity through house advertisements.

The agency broke with full page advertisements last week—said to be the first of a series about tv—to tell newspaper readers (and potential tv clients) that 83% of nighttime network shows B&B had on the air last year are still on.

The public campaign (ads in the *Chicago Tribune, New York Herald Tribune, New York Times,* and four trade magazines) directed solely toward network tv is an unusual one for an advertising agency. Not only does it point up B&B's boast on shows but goes further and invites inquisitiveness from potential tv advertisers.

B&B's Platform • The agency, which last year ranked fifth in network tv billing among all agencies, has been expounding the theory of B&B tv show longevity since last fall when Tom McDermott, vice president in charge of tv programming at the agency, chided agencies for the high mortality rate of network tv shows (BROADCASTING, Nov. 10, 1958).

At the time, Mr. McDermott predicted that approximately half of the then current nighttime network tv shows would die by the time the next tv season comes about.

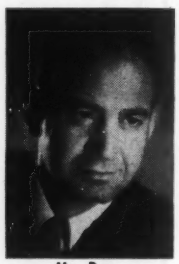
Ex-Sawdon men head new Arkwright Adv. Co.

Two executives of Frank B. Sawdon Inc. and a New York lawyer have joined forces in a new advertising agency, Arkwright Adv. Co., which goes into business with almost $5 million in billings already locked up. The mainstay: Robert Hall Clothes' $3-4 million, which left the Sawdon agency along with most of the men who had worked on it.

Arkwright will be headed by Milton Scofield, a lawyer and investor who carries the title of president but will not be concerned primarily with the agency's day-to-day activities. Those affairs will be handled by Jerry Bess, executive vice president and formerly Sawdon's vice president in charge of media, and Jack Wilcher, vice president in charge of creative activities and formerly Sawdon copywriter (he's credited with the Robert Hall "values up, prices down" theme).

Mr. Bess said last week that the agency's billings will be about 75% in broadcast media. Robert Hall spent nearly $3 million in tv spot and $700,000 in radio last year.

The Sawdon agency acquired F.B. Stanley Adv. and its Kenney Shoes and Tom Thumb Supermarket accounts the week before (BROADCASTING, Jan. 12),



Mr. Bess

Mr. Wilcher

immediately after Mr. Sawdon had resigned as vice president and sales-advertising director of Robert Hall. He had been with the company since its beginning and has been retained as a consultant on a long-term contract.

Other ex-Sawdon personnel in the initial Arkwright organization are James Hackett, media director; Tom Mannos, director of radio-tv production, and Richard Westman, who will head Arkwright's Hollywood office. Other accounts now in the fold are Chief Apparel, the American Male, Comark Plastics, Abelson's Jewelers (broadcast only), Meadow Sportswear, West Coast Slacks and Stanley Blacker Assoc.

Arkwright offices have been set up at 65 E. 55th St., New York 22, the quarters formerly occupied by the Stanley agency before its acquisition by Sawdon. West Coast offices are at 6801 Hollywood Blvd., Hollywood.

Lincoln on Lincoln

The "perfect sponsorship"—that's what they call it at NBC-TV. Seeking an advertiser to bankroll its special projects telementary, "Meet Mr. Lincoln" (Feb. 11, 8:30-9 p.m.), NBC-TV happily announced last week that it had sold the *Project XX* one-shot to Lincoln National Life Insurance Co., Fort Wayne, Ind. To reconstruct Lincoln's life, *Project XX* staff culled a staggering amount of documents, photos, etc. One source: the Lincoln National Life Foundation.

Sponsorship of the program was designed to coincide with the nationwide celebration of Lincoln's birth 150 years ago. Maxon Inc. was the agency.

Commercial soft pedal

People who complain that tv commercials blare out too loudly will be relieved, CBS-TV network officials reported last week, by a new electronic device and new operating techniques developed by the network.

Edward L. Saxe, CBS-TV network vice president in charge of operations, said the engineering department had been studying volume levels for the past year, in extension of another study launched several years ago on viewers' complaint that spot announcements and musical interludes came through with higher volume than the programs. Mr. Saxe reported:

"The new study showed that even though all portions of a program are actually transmitted at the same electrical level, some parts actually sound louder than others because of the subjective reaction of listeners to a staccato type of voice delivery or music performance. The study also showed that the practice occasionally followed of adding reverberation to sound increased the apparent loudness. In addition, the study revealed that the procedure followed in making sound-on-film recordings often results in an increase in the apparent loudness of film inserts in a live program."

To eliminate these volume-level differences, Mr. Saxe said, a special electronic device was designed and is being added in the audio channel of each CBS-TV network studio, and new operating techniques are being put into use.

Explaining the new device's function, experts said that film commercials, for example, employ sound compression to get a better signal-to-noise ratio, and that when played back they sound louder. Live sound is not compressed. The new device therefore puts a small amount of compression on the live, to equalize the live and film sound levels.

Mogul merger final; board, v.p.'s elected

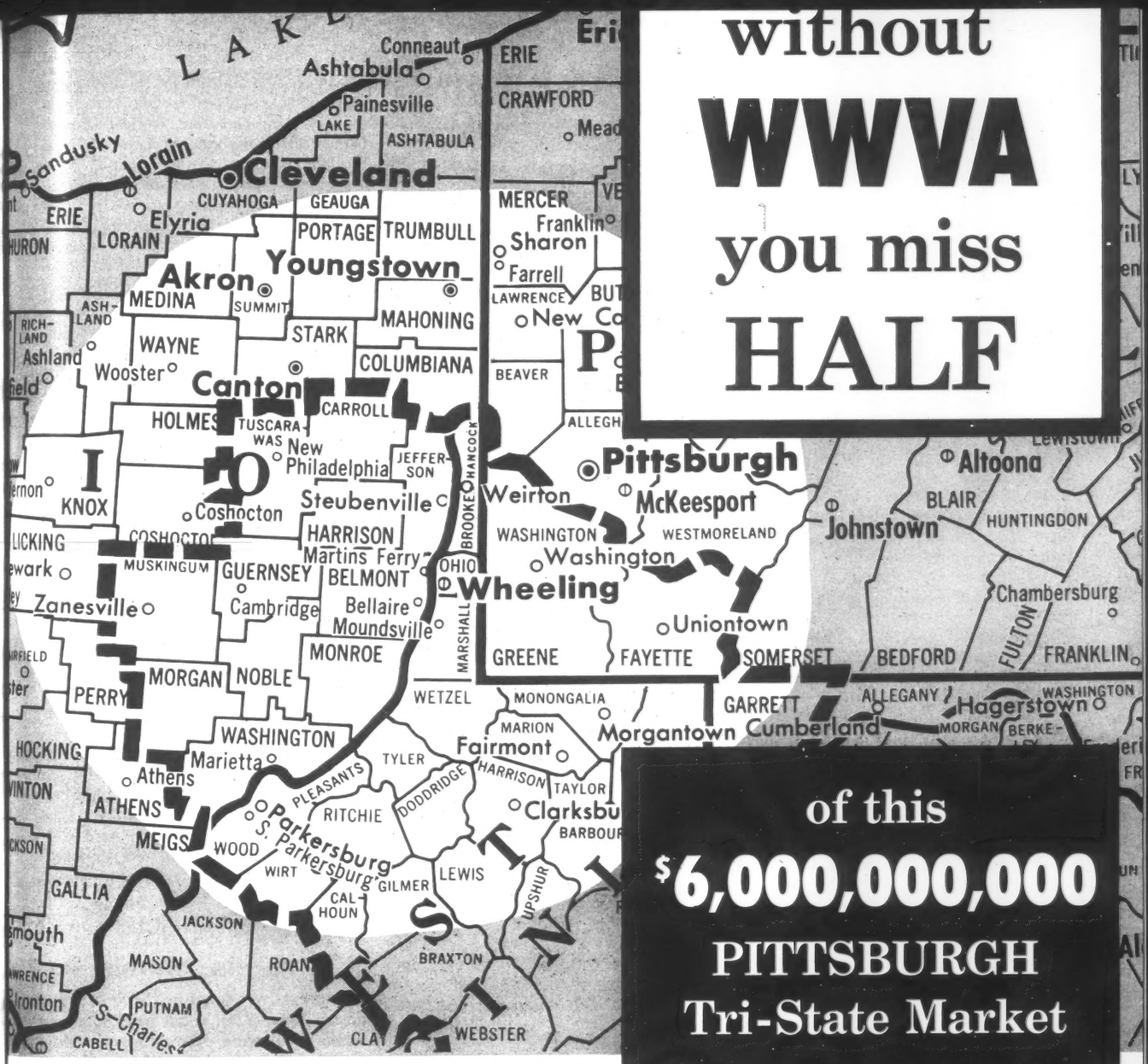
The merger of Emil Mogul Co. and Lewin, Williams & Saylor into Mogul, Lewin, Williams & Saylor Inc., New York (BROADCASTING, Nov. 10, 1958), was consummated last week with the establishment of an expanded directorate, a five-member executive committee and the election of nine new senior vice presidents.

The Board • In addition to agency President Emil Mogul, Board Chairman A. W. Lewin and Executive Vice President Sidney Matthew Weiss, the new board includes eight new senior vice presidents: Richard Lockman (continuing as agency general manager in charge of account services); Seth D. Tobias (retaining posts of chairman of the plans-review boards and print media creative director); Myron A. Mahler (continuing as air media creative director); William Jacoby, Milton Guttenplan, Charles L. Rothschild, Walter Pollock and Alvin H. Kaplan (continuing as president of MLW&S' Kaplan Div., specializing in mail-order and school advertising). Also on the board are Mrs. Emil (Helene) Mogul, secretary-treasurer, and agency Controller Norman Cohen.

Named senior vice president but not named to the board is Alan Green, former partner in Green-Brodie Adv., which merged with LW&S several years ago. Ex-partner Julian P. Brodie resigned from LW&S prior to its merger with Mogul to join Lawrence C. Gumbinner Adv. The 10th senior vice president at MLW&S is Edward Klein, who had that title prior to the Jan. 1 merger.

The Executive Committee • In order to free chief executive officer Mogul from day-to-day management responsibilities, thereby permitting him to "devote maximum time and attention in the interest of the agency's clients" billing a total in excess of $18.5 million the agency has set up an executive committee comprised of Messrs. Weiss, Tobias, Lockman, Kaplan and Cohen. This nucleus will be responsible for the overall direction of agency operations and administration.

Unchanged are the roles of the following departmental heads: Radio-tv Director-Vice President Leslie L. Dunier, Marketing - Merchandising Director-Vice President Jules Lennard, Research Director Dr. Norman Young and Print Media Director Ronald Friedwald



It's a fact—if you are not using WWVA, you are missing half of this 67-county tri-state market of more than 5½ million people, the Heart of Industrial America.

For complete coverage, the answer is the 50,000 Watt Voice of WWVA in Wheeling, which dominates the area. Large numbers of major chain and independent supermarkets credited to Pittsburgh distribution are in the area reached by WWVA at point of sale and outside the effective service area of Pittsburgh media.

So dominant is WWVA that it is *first in every time period*, from 6 AM to midnight, seven days a week, in the entire 46-county area covered by the latest Pulse (Jan. 1958) as shown by the dotted lines on the map.

See your John Blair man today.

"Famous on the local scene"

WWVA

Only fulltime **CBS** Network Station in
PITTSBURGH TRI-STATE AREA

STORER BROADCASTING COMPANY

Storer Radio

WWVA	WJBK	WIBG	WJW	WSPD	WAGA	WGBS
Wheeling	Detroit	Philadelphia	Cleveland	Toledo	Atlanta	Miami

GRAND RAPIDS SAYS SAME THING

As in N.Y., strike doesn't paralyze sales

While New York City's nine newspapers were involved in a 19-day strike, Grand Rapids, Mich. was experiencing a 43-day period in which it, too, was newspaperless. Although New York's post-mortem media war continues (BROADCASTING, Dec. 29, 1958; Jan. 5; also see story below), in Grand Rapids, department store and food chain businessmen appeared unanimous in agreement that the strike of the city's two dailies had no adverse effect on sales volumes. Radio-tv use was increased during the strike.

In a report last week, Willard Schroeder, president - general manager of WOOD Broadcasting Inc. (WOOD-AM-TV Grand Rapids), released results of a survey of local department stores and food chains made by WOOD-AM-TV executives during a four-day period just before Christmas. Only one food chain reported a December 1958 sales volume running less than that of December 1957, but this was due to a new-store opening the previous year which accounted for the extra volume.

The seven businesses (three department stores and four food chains) stated they believed no advertising medium, including the daily newspaper, was indispensable to their successful operation. During the strike, all developed aggressive promotional plans which excluded newspapers but included radio, tv, direct mail, and point-of-purchase advertising.

Grand Rapids' three competing department stores joined together for a cooperative campaign promoting evening shopping hours for the Christmas season. Radio and tv were used exclusively and store executives termed the results "excellent." After the campaign, the hour-by-hour sales pattern changed to such a degree that working hours for sales personnel had to be adjusted to accommodate the changed shopping pattern.

Richard Steketee, merchandising manager of Paul Steketee & Sons, reported the store's sales trend for the fall was up and that this trend continued during the strike. Unlike other retailers interviewed, Steketee's used no mailers or "shopper" advertising, though it did use more radio and tv. Mr. Steketee believes his store is less dependent on day-to-day advertising than his competitors as he values what he calls "an inherent prestige factor" (corporate image). He, and his competitors, however, were in agreement that "special" items, requiring heavy specific promotion, suffered most from the lack of newspaper advertising.

Another department store communicated with several department stores which had experienced newspaper strikes in other cities. Information obtained was the basis of its "no newspaper" promotional plan. This store believes that it and its competitors, in the past, have spent entirely too much money in Christmas newspaper advertising and is convinced it could sell just as much merchandise at Christmas with less newspaper advertising. It tried commercial announcements over its public address system, but abandoned them as too disconcerting. Closed-circuit tv was used at heavy traffic locations and sales people, when not otherwise engaged, called customers and told them about specific merchandise for sale. The store also increased its radio-tv budgets, and reported that sales of specific items promoted on tv were fair, while tv advertising on specific items in men's clothing brought excellent results.

Frederik Meijer, executive vice president of Meijer Super Markets Inc. told WOOD that his chain experienced no variation in its anticipated business volume. It diverted newspaper ad budgets to radio-tv, direct mail and other non-newspaper media.

The rapidly expanding Kroger Co. continued the upward business trend which it had established early in the fall. John Bone, Kroger vice president, reported that the chain channeled its newspaper money to other media including radio-tv.

L. V. Eberhard, president of Eberhard Foods Inc., pointed out that changes in supermarket facilities in specific neighborhoods can have a much greater effect on revenues than the unavailability of an individual advertising medium. The Eberhard chain reported little or no effect on business as a result of the strike. It directed the money to additional tv advertising, but did not increase the chain's radio schedule.

A fourth food chain operating stores both in and out of the strike area reported business in the strike area was as good or better than at those stores which were still able to buy newspaper advertising. Though all funds allocated for newspapers were not entirely used in other media, the company used saturation radio-tv campaigns which it credited with stabilizing sales during the strike period.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,230,000 people in the U.S. over 12 years of age during the week Jan. 2-8. This is how they spent their time:

73.7%	(93,032,000) spent	1,914.6 million hours†	Watching Television
57.0%	(71,951,000) spent	1,480.7 million hours	Listening to Radio
82.0%	(103,509,000) spent	439.8 million hours	Reading Newspapers
29.5%	(37,238,000) spent	177.3 million hours	Reading Magazines
28.4%	(35,817,000) spent	408.7 million hours	Watching Movies on Tv
21.0%	(26,473,000) spent	108.1 million hours	Attending Movies*

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium.

Copyright 1959 Sindlinger & Co. † Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis. * All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

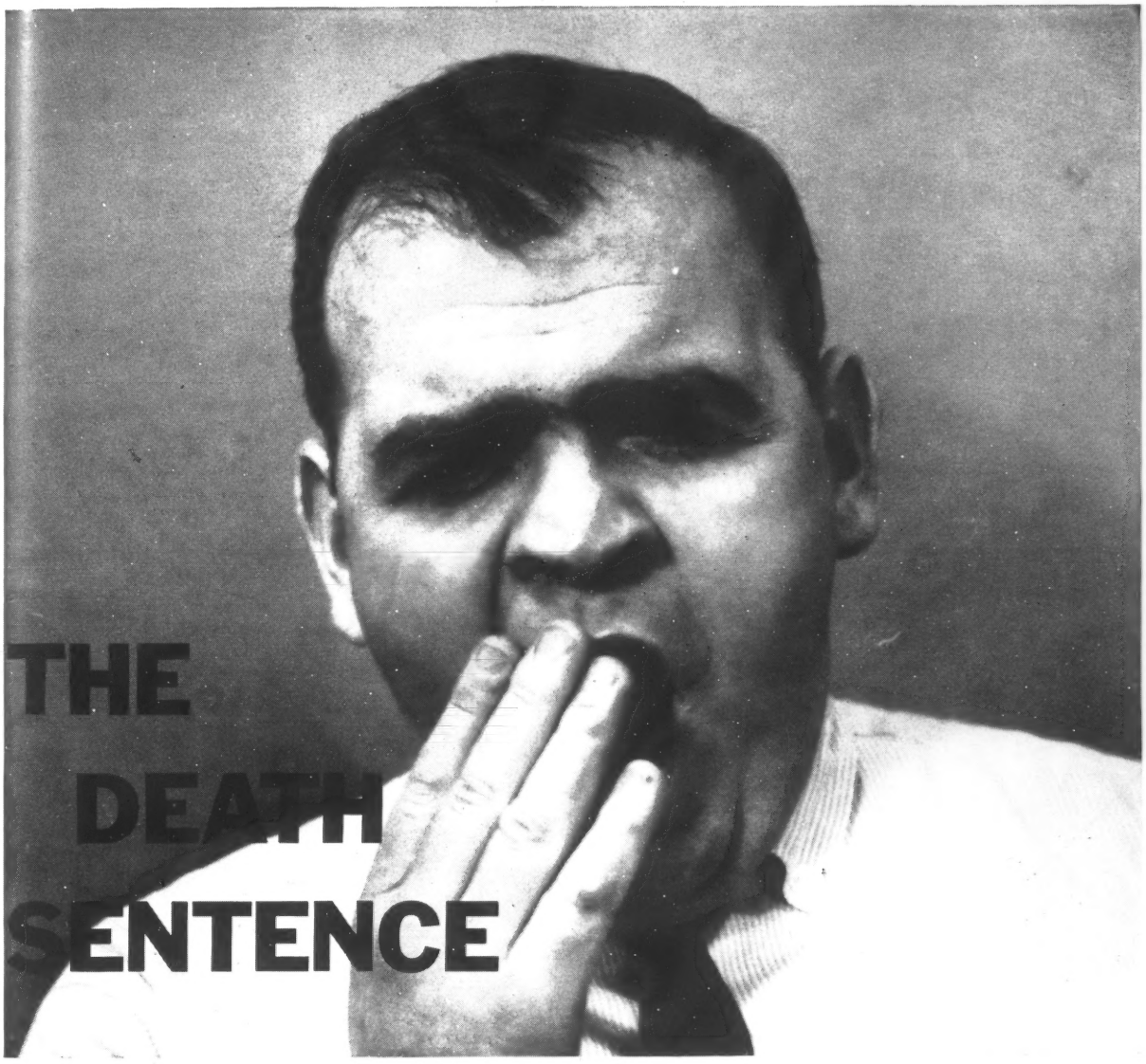
SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,999 tv sets in use in the U.S.

RAB swings into N.Y. media rumble

Radio Advertising Bureau, after sizing up the New York retail market in the weeks following the 19-day, nine-newspaper blackout, has published what it terms "the latest index to the shortsightedness of a one-sided media pattern in modern selling." The index: a four-page RAB newsletter, in preparation for three weeks (BROADCASTING, Jan. 5), spells out "the facts" of the strike and "what they mean to advertisers everywhere."

Hard-hitting and wasting few words on compassion, the RAB piece originally was to have had a printing of 10,000—then described as "one of our biggest"—but RAB officials last week happily admitted to being inundated by so many reprint orders that the 10,000 figure might seem a low estimate in weeks to come.

What It Says • RAB gets right down to cases by contending "rumor and conjecture" have obscured the strike facts because "some folks go around



This is the most expensive yawn in America, the one that kills a network TV program.

Last year it killed one out of every two evening network shows.

So far this season—and it's far from over—more than twelve have bit the dust.

The cost of these false starts and fast flops is staggering. You just can't fail more spectacularly in advertising . . . and more expensively.

What to do about it?

Couldn't part of the answer lie in an advertising agency that assumes responsibility for the development and growth of the property, as well as *negotiating* for it? This, of course, is easier said than done.

In our case, it means a department of 92 specialists solely dedicated to building the popularity and assuring the success of our clients' programs—before, during, and after their introduction on the air!

Immodest of us, we know

That these efforts are reasonably successful is indicated by the fact that 83% of the nighttime network shows Benton & Bowles had on the air last year are still on. This, we are immodest enough to point out, is considerably better than the average survival rate of 50%.

Put another and equally self-congratulatory way, 5 of the top 25 television shows last fall were Benton & Bowles shows.

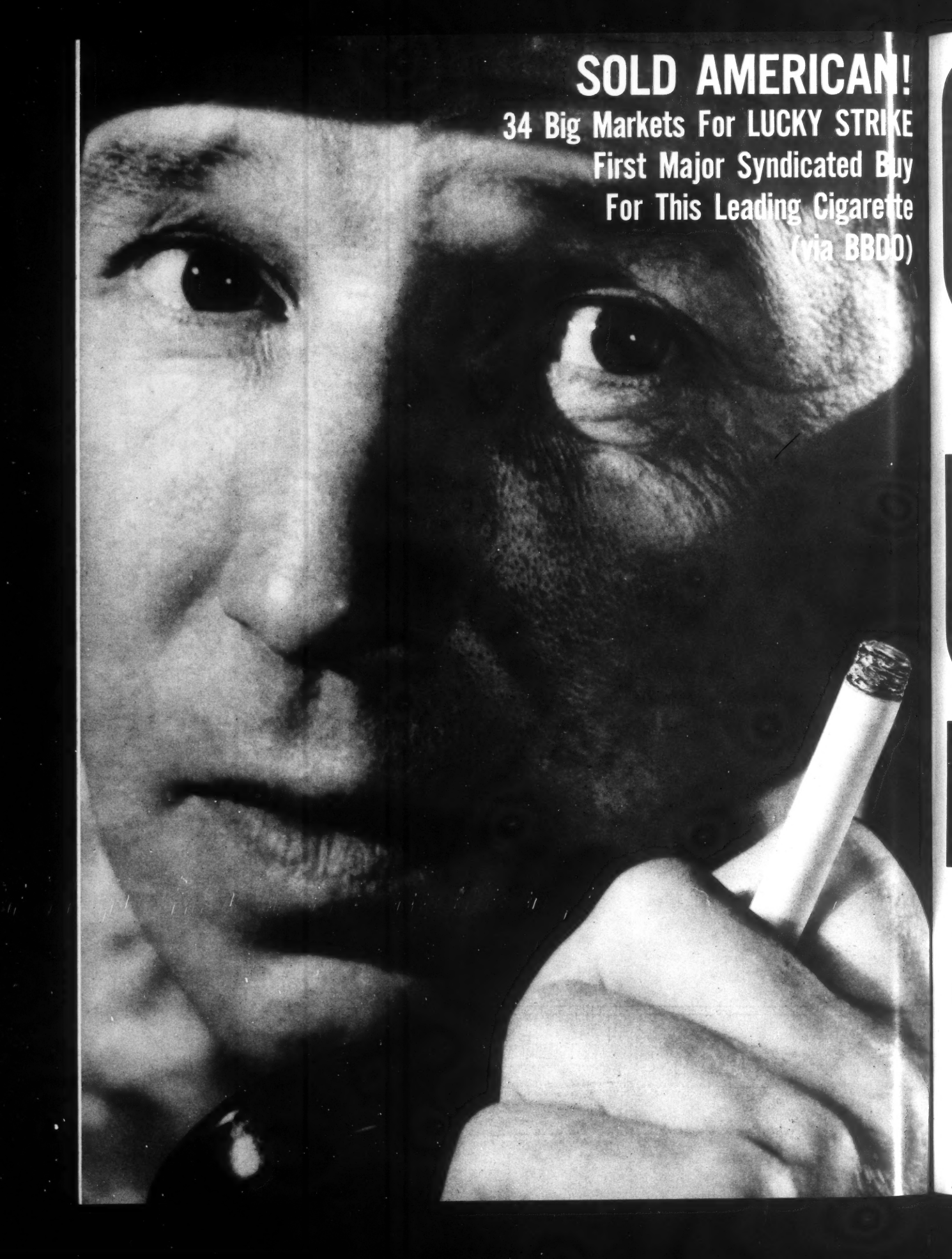
Now, let's face it. We wanted to gloat a little in print about this record. But we also wanted to shake you up a little. We want you to do a little thinking about what real television "pros" within an agency can do to cut down on the gamble that is TV.

We believe an advertising agency should do as good a job of keeping the entertainment you pay for fresh, bright, and interesting as the advertising it produces.

If this concept interests you at all, we are singularly receptive.

Benton & Bowles, Inc.
666 Fifth Avenue, New York 19, N.Y.

The best part of this ad are these clients: General Foods Corp. • Procter & Gamble Co. • Pepperell Manufacturing Company • Association of American Railroads American Express Co. • Avco Manufacturing Corp. • Norwich Pharmacal Co. • Carling Brewing Co., Inc. • Philip Morris, Inc. • Mutual Of New York Continental Oil Co. • H. C. Moores Co. • Railway Express Agency, Inc. • International Business Machines Corp. • S. C. Johnson & Son, Inc. • Florida Citrus Commission General Aniline & Film Corp. • Western Union Telegraph Co., Inc. • Borden Company • Kentile, Inc. • Schick Incorporated • Allied Chemical Corp. • The Eversharp Pen Co.


SOLD AMERICAN!
34 Big Markets For LUCKY STRIKE
First Major Syndicated Buy
For This Leading Cigarette
(via BBDO)

SA7

SPECIAL AGENT SEVEN

LLOYD NOLAN

39 ALL-NEW FIRST RUN HALF HOURS

A truly great actor plays "Special Agent 7" of the Intelligence Division, U. S. Department of Internal Revenue — in fighting encounters with the nation's most sinister lawbreakers. Here come high ratings again from your No. 1 Distributor of TV Film Programs — MCA TV.

IMMEDIATELY OPEN FOR REGIONAL AND LOCAL SPONSORSHIP

produced by revue productions

producers of MIKE HAMMER and STATE TROOPER

Write, wire, phone mca tv FILM SYNDICATION

593 Madison Avenue, New York 22 • PLaza 9-7500 and principal cities everywhere

An outstanding transmitter for outstanding broadcasters

WJR Detroit

WOAI San Antonio

KLIF Dallas

Continental Electronics Type 317B 50,000 Watt AM Transmitter

This highly developed transmitter is entirely self-contained except for the power amplifier blower. The transmitter has been installed at WJR, Detroit . . . WOAI, San Antonio . . . KLIF, Dallas.

EXCLUSIVE FEATURES

- Weldon Power Amplifier Design*
- Instantaneous Power Cutback to 5 KWor 10 KW(optional)
- Regulinear** Cathode-Follower Screen Modulation System
- Compact — requires only 72 square feet of flat floor space
- Only 18 tubes total including those in two oscillator units (Heaviest tubes are two P A tubes at 29 lbs. each!)

NEW FEATURES

- Especially designed for unattended operation
- Silicon and Selenium Rectifier—no vacuum tubes
- Built-in lightning and SWR protection
- All aluminum cabinets for electrical shielding and reduced weight
- Less than 1% carrier shift — practically independent of power line regulation
- Zero temperature coefficient crystals — ovens eliminated
- Completely air-cooled throughout

*Patent No. 2,836,665
**Patent Pending

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd • EVergreen 1-1137
DALLAS 27, TEXAS

implying that things went to hell in a handbasket because the New York newspapers didn't publish for nearly three weeks." Poppycock, says RAB, going on to quote several leading department store executives (who chose to remain cloaked in anonymity). Said an executive of R.H. Macy & Co. (Bamberger's Newark, Macy's New York): "Our Christmas sales were remarkably ahead of the previous year." Added an official of rival Gimbel Bros.: "We estimate an 8% increase in our Christmas sales."

Not only did RAB find that business stood up despite the absence of $17 million worth of newspaper ads—advertising which it charges is sold on a doctrine "of fear" (of "you've got to make newspapers your basic, exclusive advertising medium in order to survive!") —but what's more important, stores which rarely used radio now are taking a second, harder look.

Among them is Stern Bros., the flagship store of the 84-unit, nationally-scattered Allied Stores chain. Admitted Sterns: "If we had advertised the same event in newspapers" — referring to a two-day, Dec. 26-27 storewide post-Christmas sale promoted only on radio Dec. 25—"we would have spent two-and-half times as much money!" Result of this all-radio promotion: "We built a tremendous amount of traffic . . . and customers told us personally that they heard about the sale on radio."

Other stores, such as the 17-unit Sunset appliance chain (a steady radio user which doubled its allocations during the strike) admitted that it once considered radio strictly a "supplement" to newspapers, but that now, "dollars and cents volume" has made Sunset "change (our) perspective" and, adds Sunset, "radio can stand on its own."

The RAB newsletter goes on to cite what happened in past years in other newspaper-struck cities. Commented RAB President Kevin B. Sweeney: "The fact remains . . . no one advertising medium is 'indispensable.' The business barometers have proved it time and time again in newspaper strike situations and they would undoubtedly prove the same point for any other medium."

Media buyers meet

The newly-formed Chicago Media Buyers Group held its first dinner meeting at the Chicago Federated Adv. Club Wednesday evening (Jan. 7), with Arthur Decker, senior vice president of Henri, Hurst & McDonald, as key speaker.

The organization was created to upgrade "media buying standards" in Chicago by means of interchanging ideas and techniques and focusing on specific media problems. Chairman is Harry C. Pick, who resigned last week as media director of Reach, McClinton & Pershall.

Other officers of CMBG are media directors Harry Sager, Kenyon & Eckhardt, and David William, Geoffrey Wade Adv.—vice presidents; Elaine Kortas, Marsteller, Rickard, Gebhardt & Reed—secretary, and Dick Rogers, John W. Shaw Adv.—treasurer.

Members of the executive-organization committee include these agency media buyers: Reg Dellow, Grant Adv. Inc.; Russ Gilbertz, W. E. Long Co.; Katherine Fitzsimmons, McCann-Erickson Inc.; Leonard Matthews, Leo Burnett Co.; Ed Trizil, Gordon Best Co.; Blair Vedder, Needham, Louis & Brorby Inc., and A. G. Ensrud and Lowell Hellman, J. Walter Thompson Co.

3.5% radio spot drop in 3rd quarter—SRA

National spot radio fell 3.5% in the third quarter of last year compared to the same period a year ago, while the first quarter was up 1.6% and the second quarter rose 11.9%.

These are revised estimates on radio spot time sales reported last week by Station Representatives Assn. Lawrence Webb, managing director, said the revisions were based on official FCC figures for spot radio sales released late last month.

The SRA revision for 1957 shows a total $169,511,000 in spot radio time sales. For the first three quarters of 1957 the figure is a little above $121 million, while the estimated total for the first nine months this year is about $126 million.

• Business briefly

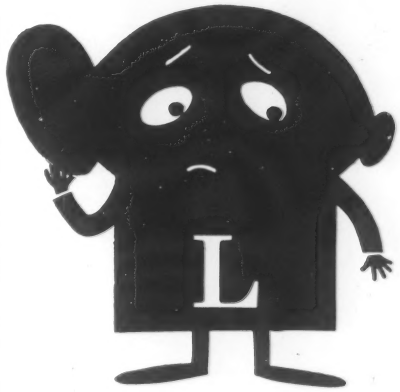
Time Sales

• Max Factor Inc., L.A., plans extensive tv spot campaign starting April 5 for new Pink Jade lipstick it is introducing as first major promotion of 50th anniversary. Tv drive will be supported by heavy color schedule in print media. Agency: Kenyon & Eckhardt, L.A.

• Kraft Foods through J. Walter Thompson and Sealtest Dairy Products through N.W. Ayer will renew *Bat Masterson* on NBC-TV (Wed., 9:30-10 p.m.) for additional 26-week cycle, carrying buy into October.

• Atlantis Sales (French's instant spaghetti sauce mix), Rochester, N.Y., through Compton Adv., N.Y., buying new 52-week cycle of daytime tv minutes (6 to 10 spots weekly) beginning today (Jan. 19) in selected markets among top 50.

• Boyer International Labs (H-A hair



"L" is a Layman,
Outside of our "biz."
Our terms are confusing
Alongside of his.

It's true. The advertising profession has terminology that's as confusing to the layman as medical phrases are to most of us. Cumes, cost per M and average aud. mean nothing to him.

Furthermore, all the layman knows about media selection comes through preference: whether specific media meet his own individual tastes.

For more than 36 years, KHJ Radio, Los Angeles, has been programming with an eye toward satisfying those tastes. We believe that complete penetration of any market can only be achieved through penetration of each individual mind.

To that end, KHJ's FOREGROUND SOUND features news, commentary, sports, drama, discussion, variety and quiz programs designed to hold the layman's attention not only during the program but through the commercials within and around it.

Never underestimate the variety of the laymen's tastes in Greater Los Angeles. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

PREVIEW

When in Rome . . . drink Heidelberg • A new film spot commercial for the Heidelberg Brewing Co., to be carried next week in 14 west coast markets, accentuates the theme that hospitality in ancient Rome was no different from the bonhomie of the 1950's in a modern city.

The commercial opens in a contemporary living room. The announcer comments on the changes in living abodes but makes the point that friends always have been entertaining one another. The action changes and the announcer reappears in a Roman toga.

Announcer: "Friends, Romans, countrymen . . . I call you here not to praise Heidelberg, but to drink it. So dear friends, enjoy yourself. Prithee, why not divide this Heidelberg quart. After all, it's five full chalices to the bottle."

The scene shifts back to the modern setting.

Announcer: "Well, palace and chalice may change a good deal through the ages, but one thing's constant: the Heidelberg quart is always the key to entertainment, convenience and congeniality."

The film was produced by Arco Studios, Hollywood, and will be scheduled in 14 markets on the *Colonel Flack* series syndicated by CBS Films Inc. The agency director was Dan Lindquist of Guild, Bascom & Bonfigli, San Francisco. The script was by Gene Thompson and Norman Linzer of GB&B.

arranger), heavy regional broadcast advertiser, buys alternate weeks of ABC-TV's *Meet McGraw* (Sun., 9:30 p.m. EST) on 83-station leg west of Chicago effective Feb. 1 for 20 weeks in sale negotiated with network Central Div. Agency: R. Jack Scott, Chicago. Sponsor is new to network tv.

• National Life Accident & Insurance Co., Nashville, Tenn., (parent of WSM Inc. there) becomes national advertiser for first time this week with test schedule news adjacencies in 12 selected tv markets throughout country. Agency: Nobel-Dury & Assoc., Nashville.

• ABC-TV now has sold out its *Walt Disney Presents* series. Signed last week: Hudson Pulp & Paper Co., through Norman, Craig & Kummel, both N.Y., which (effective Jan. 30) will pick up show in eastern cities during alternate-week half-hour slot currently sponsored regionally in mid and far west by Hills Bros. coffee (N. W. Ayer & Sons). Reynolds Metals Co. (Buchanan Div., Lennen & Newell) sponsors *Disney* fully alternate weeks, and Kellogg Co. (Leo Burnett) carries it on alternate week half-hour basis. ABC-TV also acquired its first sponsor for filmed reruns of *Meet McGraw* that premiered last month. Signed as regional sponsor (mid and far west) was Boyer International Labs (H-A hair dressing) through R. Jack Scott Inc., Chicago, effective Feb. 1.

• P. Lorillard (Old Gold Straights), through Lennen & Newell Inc., both N. Y., renews *Rough Riders* (ABC-TV, Thurs., 9:30-10 p.m.), for another 26 weeks. Series made its debut last Oct. 2.

• Thomas J. Lipton Co., Hoboken, N.J. and Philip Morris Co., New York, have bought *Tombstone Territory* on alternate week basis over ABC-TV (Fri. 9-9:30 p.m.), starting March 3, confirming an earlier report (CLOSED CIRCUIT, Jan. 12). Agency for Lipton is Young & Rubicam, N.Y. and for Philip Morris is Leo Burnett Co., Chicago.

• Sunbeam Corp., hoping that CBS-TV's *What's My Line?* will do for its shaver line what the former Goodson-Todman package did for rival Remington-Rand (when it sponsored the series) has signed as alternate-week sponsor (with Kellogg Co.) for the Sunday night panel quiz. Effective Feb. 1, Sunbeam moves into the slot vacated last fall by Helene Curtis Inc., and filled temporarily by Florida Citrus Commission out of Benton & Bowles. Sunbeam contract negotiated through Perrin-Paus, Chicago.

• Sponsors of last year's Pittsburgh Pirates baseball season on KDKA-AM-TV Pittsburgh have signed again this season. The companies are Atlantic Refining Co., Philadelphia, through N. W. Ayer there; Bayuk Cigars Inc. (Phillies), Philadelphia, through Feigenbaum & Wermen Inc. there, and Iron City Brewery, Pittsburgh.

• Procter & Gamble Co., Cincinnati, via Benton & Bowles, N.Y., buying into three nighttime NBC-TV series this month. It will sponsor, for 26-week period, alternate weeks of *Dragnet* (Tues., 7:30-8 p.m.), one-third of *Cimarron City* (Sat., 9:30-10:30 p.m.) on seven dates, and one-third of *Adventures of Ellery Queen* (Fri., 8-9 p.m.) on six dates.

• Skelly Oil Co., Kansas City, Mo., will co-sponsor with Jos. Schlitz Brewing Co. the Kansas City Athletics 1959 baseball season. Skelly's agency is Bruce B. Brewer & Co., Kansas City. Stations in Iowa, Nebraska, Oklahoma, Arkansas, Kansas and Missouri will carry the commentaries. Agency for the regional schedule is Majestic Adv., Milwaukee.

• The Kroger Co. (meat, grocery products), Cincinnati, became a 52-week advertiser on Crosley Broadcasting Corp.'s *50-50 Club* this month. Stations telecasting the color and monochrome show: WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWI (TV) Indianapolis. *50-50* also is carried by WLW Cincinnati. Kroger's agency is Campbell-Mithun, Minneapolis.

• Spot schedules in *Romper Room*, national live tv package, have been sold to Buster Brown Textiles Inc. (children's apparel), Wilmington, Del., and Mangels, Herold Co., (King cleaning products) Baltimore. Agency for Buster Brown is Arndt, Preston, Chapin, Lamb & Keen, Philadelphia. Agency for Mangels, Herold: H. W. Buddemeier Co., Baltimore.

Agency appointments

• Louis Milani Foods, L.A., has appointed Donahue & Coe, that city, to handle its advertising, with 1959 budget of about $1 million to be utilized in various media.

• Colorforms Inc., Norwood, N.J., has named Kudner Adv., N.Y., for its line of arts, crafts and activities toys. Account previously was handled directly by the advertiser. Colorform's billing is reported to be in excess of $500,000.

• Lowell Toy Mfg. Corp., Long Island City, New York, appoints Lavenson Bureau of Advertising Inc., Phila.

• Food Bank Stores (super market chain), Fresno, Calif., names Jimmy Fritz & Assoc., Hollywood. Agency will open Fresno office to handle the account which will include "extensive" radio co-op campaign, according to announcement last week which did not give budget and other specifics in the planned drive.

• Albert Ehlers Inc., N.Y., moves its $500,000 coffee account out of Dowd, Redfield & Johnstone, appoints Co-Ordinated Adv. Corp., both N.Y. Ehlers coffee traditionally has been heavy radio advertiser. Ehlers' Cafe Caribe brand, geared to New York's Spanish-speaking market, continues to be serviced out of Quinn-Lowe Inc.

• John Morrell & Co. (pet products) and Mercury Records Corp. (high fidelity phonograph records, tapes), both Chicago, appoint John W. Shaw Adv., that city, to handle accounts. Shaw named for Red Heart dog food effective mid-February (it already has cat and meat accounts); for Mercury effective immediately. Estimated billings: $1 million (for dog food) and $300,000 (for Mercury).

• Beacon Plastics Corp., Newton, Mass. (housewares), appoints Weiss & Geller, N.Y., as its agency, succeeding Franklin Adv., Boston.

• Also in advertising

• L. W. Ramsey Adv., Davenport, Iowa, and Chicago, has opened offices at 321 11th St., Des Moines. The new branch is run in conjunction with Son De Regger Adv. there. Both companies retain separate identities. Thomas Peterson, who formerly operated his own agency in Fort Dodge, Iowa, and has been associated with Ramsey in Davenport, has joined Son De Regger as vice president.

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 1-7

Rank		Rating
1.	Gunsmoke	44.3
2.	Wagon Train	40.1
3.	Perry Como	38.9
4.	Desilu Playhouse	36.8
5.	I've Got a Secret	36.2
6.	Danny Thomas	35.4
7.	Maverick	34.5
8.	Have Gun, Will Travel	34.3
	Rifleman	34.3
10.	Real McCoys	34.2

		No. Viewers (000)
1.	Perry Como	45,400
2.	Gunsmoke	44,530
3.	Wagon Train	43,650
4.	Ed Sullivan	39,620
5.	Maverick	39,520
6.	Real McCoys	36,330
7.	Danny Thomas	36,010
8.	Have Gun, Will Travel	35,900
9.	People Are Funny	34,860
10.	I've Got a Secret	33,540

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 8-14 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Jan. 8	**The Real McCoys** (8:30 p.m.)	ABC-TV	24.2
Fri., Jan. 9	**Person to Person** (10:30 p.m.)	CBS-TV	23.7
Sat., Jan. 10	**Gunsmoke** (10 p.m.)	CBS-TV	30.7
Sun., Jan. 11	**Loretta Young** (10 p.m.)	NBC-TV	30.4
Mon., Jan. 12	**Danny Thomas** (9 p.m.)	CBS-TV	28.2
Tues., Jan. 13	*		
Wed., Jan. 14	**Wagon Train** (7:30 p.m.)	NBC-TV	25.9

* No ratings recorded because of mechanical failure.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Adventure Time (ABC-127): participating sponsors, Tues. & Thurs. 5:30-6 p.m.

American Bandstand (ABC-96): participating sponsors, Mon.-Fri. 4-5:30 p.m.

CBS News (CBS-158): participating sponsors, Mon.-Fri. 7:15-7:30 p.m.

Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.

Concentration (NBC-156): participating sponsors, Mon.-Fri. 11:30 a.m.-Noon.

Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

Father Knows Best (CBS-145): Lever Bros. (JWT), Scott Paper (JWT), Mon. 8:30-9 p.m.

GE Theatre (CBS-150): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-128): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R) Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

High Adventure (CBS-157): Delco (C-E), Dec. 6, 7:30-8:30 p.m.

Alfred Hitchcock Presents (CBS-163): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.

Kraft Music Hall (NBC-144): National Dairy Corp. (JWT), Wed. 9-9:30 p.m.

Maverick (ABC-132): Kaiser, Drackett (both Y&R), Sun, 7:30-8:30 p.m.

Garry Moore (CBS-174): Kellogg (Burnett), Revlon (La Roche), Pittsburgh Plate Glass (BBDO), Tues. 10-11 p.m.

Mickey Mouse (ABC-127): participating sponsors, Mon.-Wed., Fri. 5:30-6 p.m.

Jack Paar (NBC-141): participating sponsors, Mon.-Fri. 11:15 p.m.-1 a.m.

People Are Funny (CBS-142): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Playhouse 90 (CBS-155): Kimberly Clark (FC&B), Allstate Insurance Co. (Burnett), American Gas Assn. (L&N), Thurs. 9:30-11 p.m.

Price Is Right (NBC-167): Toni (T-L), Desoto (BBDO), Thurs. 8-8:30 p.m.

Real McCoys (ABC-131): Sylvania Electric Products (JWT), Thurs. 8:30-9 p.m.

Restless Gun (NBC-141): Procter & Gamble (Burnett), Sterling Drug (D-F-S), Mon. 8-8:30 p.m.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Search For Tomorrow (CBS-133): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers (CBS-147): Procter & Gamble (Burnett), R.J. Reynolds (Esty), Fri. 9-9:30 p.m.

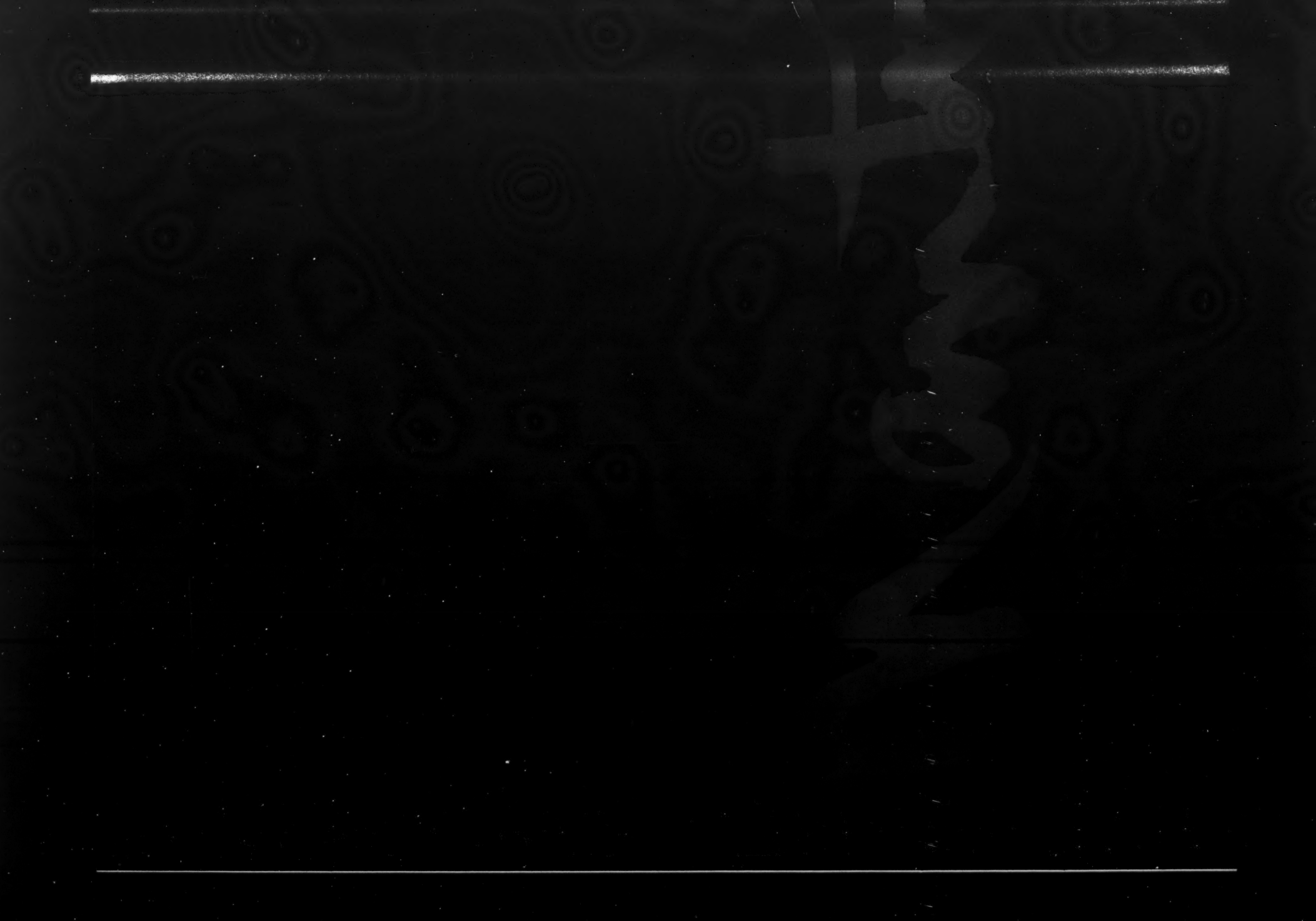
Red Skelton (CBS-174): Pet Milk (Gardner), S.C. Johnson (FC&B), Tues. 9:30-10 p.m.

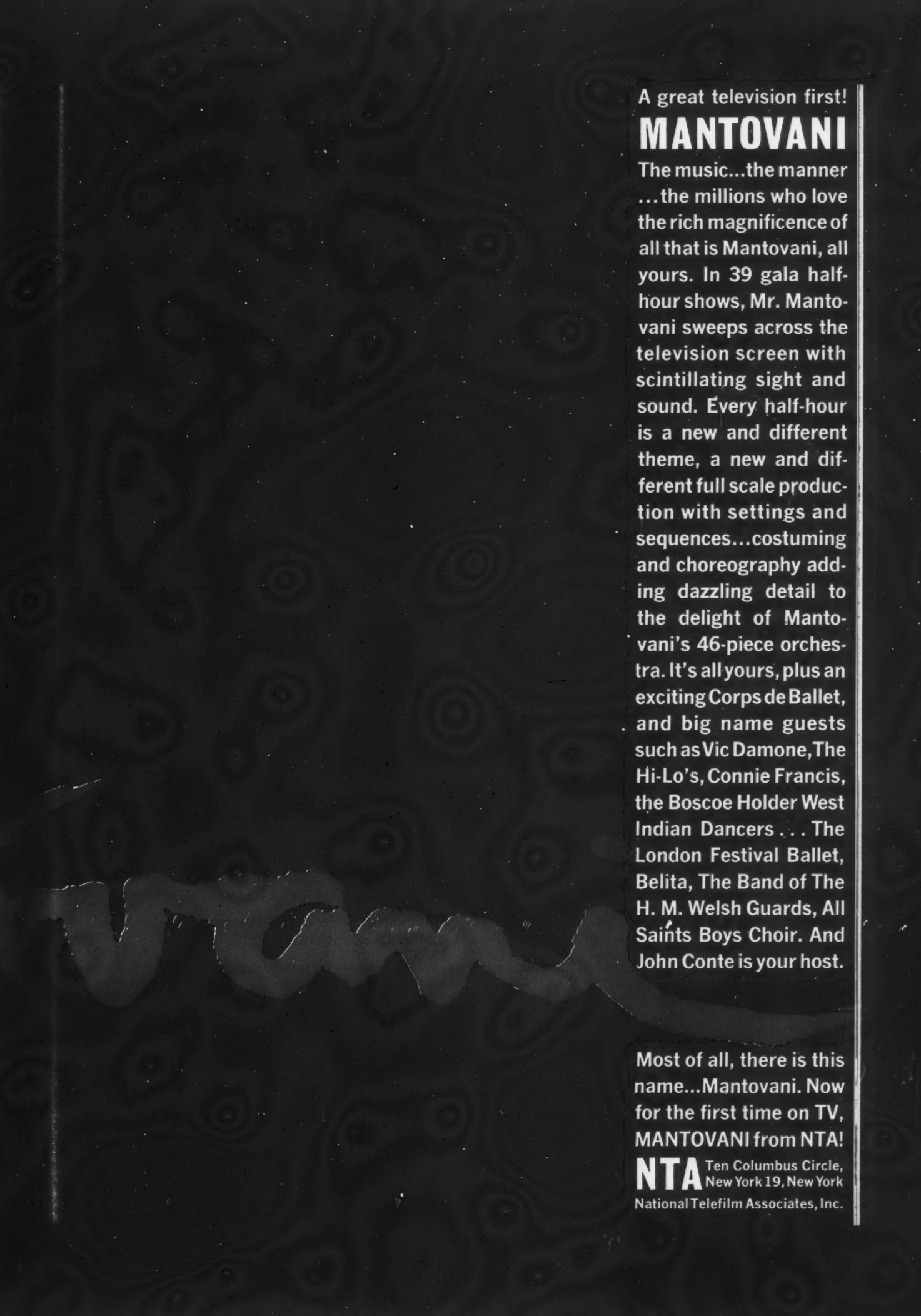
Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.





A great television first!

MANTOVANI

The music...the manner ...the millions who love the rich magnificence of all that is Mantovani, all yours. In 39 gala half-hour shows, Mr. Mantovani sweeps across the television screen with scintillating sight and sound. Every half-hour is a new and different theme, a new and different full scale production with settings and sequences...costuming and choreography adding dazzling detail to the delight of Mantovani's 46-piece orchestra. It's all yours, plus an exciting Corps de Ballet, and big name guests such as Vic Damone, The Hi-Lo's, Connie Francis, the Boscoe Holder West Indian Dancers . . . The London Festival Ballet, Belita, The Band of The H. M. Welsh Guards, All Saints Boys Choir. And John Conte is your host.

Most of all, there is this name...Mantovani. Now for the first time on TV, MANTOVANI from NTA!

NTA Ten Columbus Circle, New York 19, New York

National Telefilm Associates, Inc.

STILL ANOTHER ARB SURVEY SHOWS

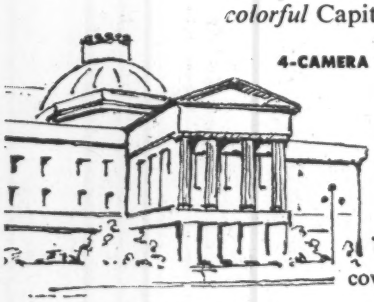
WRAL TV

holds the highest share of audience sign-on to sign-off in the RALEIGH-DURHAM area

What a record—"tops" in *every* ARB survey of the Raleigh-Durham area since WRAL-TV began operations!

This latest report (Oct.-Nov. 1958) shows one-week 49.6% and four-week 48.1% SHARE OF AUDIENCE, sign-on to sign-off.

Get your share of the sales-building opportunities on Carolina's *colorful* Capital Station—check the availabilities today!



4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

TOP POWER CHANNEL 5, NBC, RALEIGH, N. C.

covering North Carolina from Greensboro to the coast
from Virginia to the South Carolina line

REPRESENTED BY H-R, INC.

TV RATINGS UNDER ATTACK

It's time to dump them, says Moore, and to start measuring whole audience

Richard A. Moore, president of KTTV (TV) Los Angeles, last week lit the fuse for what he hoped would be another explosion.

The man who was most responsible for touching off the television network investigations that began nearly three years ago took aim last week at television's ratings.

He urged that television ban the word "rating" and the one-week measurements that it connotes and adopt four-week cumulative measurements as the standard.

"Reach" is the word that Mr. Moore said was more descriptive of television than "rating."

"Television reaches the American people," he said, "and that is the word that describes our medium best."

Hand-Me-Downs From Radio • Speaking at a luncheon meeting of the Chicago Broadcast Advertising Club Jan. 15, Mr. Moore said that although tv was unique, it had acquired various radio practices without bothering to decide whether they were appropriate to television.

One of these, he said, was the must-buy which KTTV, in testimony before the Senate Commerce Committee in March 1956, said was not only inappropriate for television but also unlawful. Must-buys, he pointed out, have been discontinued.

(Mr. Moore did not mention last week that in his Senate committee testimony he also attacked option time as an antitrust violation. For subsequent action on option time, see page 91).

Like the must-buy, the rating was "transplanted bodily" to television, said Mr. Moore.

"For 10 years," he said, "we have given industry acceptance to a system of audience measurement which is incapable of telling the station, the network, the agency or the advertiser the most important thing each of them needs to know: How many people watch his program?

"All this because we stumbled into the trap of expressing our audience in terms of one program per month, leaving unexpressed or unmeasured the vast audience which watches the program the other three weeks of the month."

How Audience Multiplies • Mr. Moore cited A. C. Nielsen cumulative audience figures for *Walt Disney Presents* on ABC-TV in Chicago. He used a sample of 100 homes for four consecutive weeks.

"In the first week, week A, 27 homes watch the program," he said. "That is what we would herald proudly today as a 27 rating.

"In week B, 15 of these same 27 homes watch the program again, plus 12 additional homes which had not watched in week A. In two weeks the rating is still 27, but the total of homes is 39.

"In week C, 19 of the 39 homes which had watched the program in week A or B watch it again, some for the second time, some for the third; eight new homes also tune it in. The rating is still 27, but total homes is 47.

"In week D, 21 of the 47 homes watch the program for the second, third or fourth time, and six new homes tune it in. The rating would still be a 27, but the program has been seen in 53 homes. . . .

"Projecting this example nationally, this program would be reaching 23 million homes from one to four times in every four-week period. Yet this is the audience which our industry currently offers under the label of 27."

The Reach of Tv • The most remarkable thing about television, said Mr. Moore, is its "capacity for reaching all the people."

"Taking the typical three-station vhf market of Kansas City," he said, "Neilsen reported that over a four-week period each of the three stations was actually watched by an average of 99% of the homes in this sample."

What television must do is find the way to give an advertiser's message exposure that will begin to approach the total reach of the station itself. KTTV, he pointed out, has used a plan of rotating commercials through as many as eight programs in prime evening time for a total of 16 exposures over a four-week period.

"The first returns are now in, said Mr. Moore. "And we have been astounded to discover that the advertisers are reaching up to 71.8% of the great Los Angeles market . . . actually reaching 1,700,000 homes at least once and and average of twice. . . ."

10 Tough Years • The next decade, said Mr. Moore, will be "probably the most competitive" in media history.

"If I worked for a competing medium in this challenging business," he said, "I would pray every night that television continues to describe its audience in terms of those who watch in one week only."

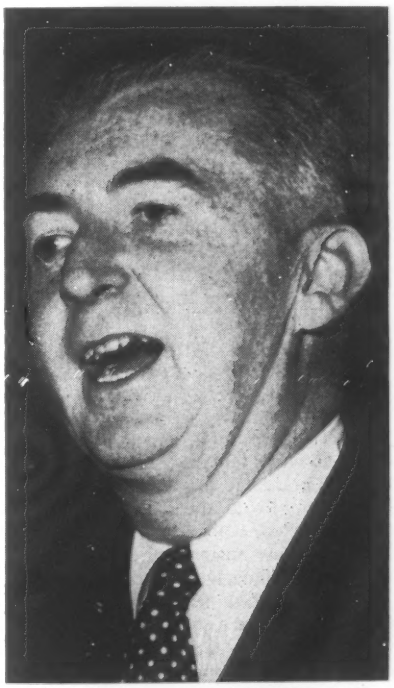
What television ought to do, he said, is adopt as the uniform standard of audience measurement the four-week period, 13 four-week periods per year.

A 99.9 Rating • The central idea of reach instead of ratings as the objective of television research came into focus for Mr. Moore during the Tournament of Roses parade in Pasadena Jan. 1.

More than a million persons gather to watch the parade, Mr. Moore told his audience last week. As one of them, Mr. Moore saw a demonstration of the influence of tv.

"I happened to be standing on the sidewalk where people were six deep when along came Richard Boone, Paladin of *Have Gun, Will Travel*. He was riding slowly and had no identification except the familiar black clothes, but as he got within 40 to 50 feet you could hear the word, 'Paladin,' ripple through the crowd. 'Look, it's Paladin.' 'Hey, it's Paladin.'

"As an eyewitness I promise you that



KTTV's Moore: reach is better than rating

every single person—man, woman and child—on the sidewalk and in the bleachers knew and recognized Paladin; the waving, the shouts of recognition and the acknowledgements by Boone went on from both sides of the boulevard as he moved slowly out of sight down the four-mile line of march.

"Now, if you were to inquire about the program, *Have Gun, Will Travel,* you would probably be told it has a 29.5 rating (at least that's the latest rating in Los Angeles). But what I saw was a rating of 100, or maybe 99.9. Pardon me, I mean a rating of a million out of a million. . . .

"It would be difficult to envision a more vivid proof of our industry's total failure to report its own audience in a way which will even come close to conveying television's unique capacity for reaching everyone—and I mean everyone."

WKNE EXITS CBS
Network loses fourth outlet because of PCP

CBS Radio lost another affiliate as a result of its Program Consolidation Plan last week as WKNE Keene, N.H. signed with NBC Radio, effective last Saturday (Jan. 17).

WKNE's President Joseph K. Close was a member of the CBS Radio Affiliates Assn.'s board of directors, which had approved PCP when the plans were submitted to the affiliates' convention two and a half months ago (BROADCASTING, Nov. 3). He had indicated a week ago, however, that he might not go along (CLOSED CIRCUIT, Jan. 12).

The WKNE defection brings to four the number of affiliates CBS Radio is known to have lost as a direct result of PCP. WJR Detroit blasted the plan and gave cancellation notice (BROADCASTING, Nov. 24, 1958); WSAN Allentown, Pa. already has switched to NBC (BROADCASTING, Dec. 15, 1958) and WTAG Worcester, Mass. has served notice it will disaffiliate next June (BROADCASTING, Jan. 5).

Despite these moves, CBS Radio officials combined to express confidence that PCP will prove successful with both affiliates and advertisers. They said affiliates representing more than 85% of the network rate card are going along with the plan, and predicted the number will grow. From the sales standpoint, they reported a week ago that $4.75 million in new business had been signed since PCP plans were announced.

Schedule, Pay "Better" • WKNE's decision to move to NBC after a 21-year association with CBS Radio was announced by President Close and Harry Bannister, NBC station relations vice president.

Exit CBS, enter NBC • Joseph K. Close, president of WKNE Corp., signs contract affiliating WKNE Keene, N.H. with NBC Radio. Looking on (l to r): John Foster, program director and Howard E. Wheelock, WKNE general manager.

"The NBC schedule fits better into our station's schedule and the compensation plan is better," Mr. Close said.

He singled out NBC's *Monitor, Nightline* and newscasts as special "assets." He said that "NBC has developed a singular concept of network radio that provides more information and better entertainment for the listener, plus a balanced schedule and an incentive compensation plan for the affiliate."

WKNE, on 1290 kc with 5 kw, is under the general managership of Howard E. Wheelock, with John Foster as program director. It is associated in ownership with WBRK Pittsfield, Mass., WKNY Kingston, N.Y. and the cp for WKVT Brattleboro, Vt.

With the decision to move WKNE to NBC, Mr. Close submitted his resignation from the CBS Radio Affiliates Assn. board.

Firman says PCP gives nearly 100% clearance

CBS Radio's new Program Consolidation Plan (BROADCASTING, Nov. 3, 1958, *et seq.*) offers the advertiser "practically perfect clearance," relieving him of "the too-often justified fear that his program won't get into the markets he wants," William Firman, eastern sales manager for the network, asserted last week.

Speaking at a luncheon meeting of the Broadcast Executives Club in Boston last Thursday (Jan. 15), Mr. Firman said that with PCP, "if [an advertiser] buys a lineup of stations, he knows he'll actually get these stations. He won't, after having put his faith in a network radio buy, suddenly discover that eight key markets aren't carrying his story to his prospects and customers. When we put a network advertiser on a network show, the ears of every listener tuned to a CBS radio station will get the message."

He called PCP "the most exciting thing that has happened in network radio for many years," and reiterated that "in the month that followed its announcement CBS Radio signed the largest amount of business for 1959 that any radio network has had in years—an enormous total of some $4.5 million in net billings."

Sarnoff, Kintner view rosy NBC '58 picture

For the NBC Radio and Tv networks, 1958 was a year of progress, Chairman Robert W. Sarnoff and President Robert E. Kintner asserted last week. NBC-TV's gain in gross billing, they declared, was higher than that of its rivals.

In a yearend review of NBC activities—encompassing not only sales but programming, innovations, services, etc.—the NBC leaders ticked off happy vital statistics. Among them: a 13% advance over 1957 sales, a doubling of sales volume over that in 1953.

In 1958, NBC-TV telecast a record high of 664 color hours (averaging three color hours a day) and the network last year could count a record total of 73 color advertisers—representing one out of every three NBC-TV clients as against one out of five the year before.

NBC Radio, Messrs. Sarnoff and Kintner pointed out, went on to "reaffirm its faith in radio" as other networks retrenched, a reference to CBS Radio's "Program Consolidation Plan." By December, it accounted for 46.6% of the total sponsored time of the three major radio networks, they said. "Net billings," they went on, "were 17% higher than 1957, despite the adverse effects of the recession on other media." A total of 133 advertisers used NBC Radio last year (as against 205 on NBC-TV) with the network's clearance guarantee raised from 75% to 85%.

Standards list grows

Radio stations subscribing to NAB Standards of Good Practice have passed the 600-mark, the association's radio practices committee was told Jan. 9, at a Washington meeting by John F. Meagher, radio vice president. Cliff Gill, KEZY Anaheim, Calif., committee chairman, said NAB will continue its drive to enlist more station subscribers.

FIRST RATINGS... FIRST SPONSOR RAVES

BURNS AND ALLEN

TOPS ALL COMPETITION!

"We are extremely happy to have had the opportunity to buy a program of this calibre.... The first ratings have exceeded our expectations!"

HONIG-COOPER, HARRINGTON and MINER
(SAN FRANCISCO)

The agency for S&W FINE FOODS has the above to say about their 8-city buy (Phoenix, Fresno Los Angeles, Tucson, San Francisco, Portland, Salt Lake City, Seattle).

SEATTLE-TACOMA
KING
23.1
RATING
CLOSEST COMPETITION 11.7
SOURCE: ARB, NOV. '58

LOS ANGELES
KNXT
12.2
RATING
CLOSEST COMPETITION 6.9
SOURCE: ARB, NOV. '58

NEW YORK
WCBS
14.6
RATING
CLOSEST COMPETITION 11.2
SOURCE: ARB, OCT. '58

BUFFALO
WBEN
21.2
RATING
CLOSEST COMPETITION 8.2
SOURCE: ARB, NOV. '58

SAN DIEGO
KFMB
21.8
RATING
CLOSEST COMPETITION 17.4
SOURCE: ARB, OCT. '58

DENVER
KLZ
13.6
RATING
CLOSEST COMPETITION 12.6
SOURCE: SPECIAL TRENDEX OCT. '58

Hi Folks— Hi Ratings!

WRITE, WIRE or PHONE **SCREEN GEMS, INC.** TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

NAB, FCC DISREGARD FROWNS

Chilly government attitude on fraternizing won't keep commissioners out of Chicago

Broadcasters and the FCC will hold their annual NAB convention roundup despite official Washington's carping about their social and unofficial contacts.

FCC Chairman John C. Doerfer will maintain custom by addressing the March 15-18 convention at its Tuesday luncheon. Other commissioners will join the chairman the next morning in the traditional question-answer panel.

The convention panels, which exclude queries from broadcasters about pending cases, are credited with bringing improved understanding of common problems. The FCC chairman's annual address provides a forum for official statement of the Commission's views on major regulatory issues.

Both Senate and House investigating groups have fanned up Washington smoke by probing purported *ex parte* hobnobbing of Commissioners and broadcast applicants. The question of governmental ethics and industry contacts is due for further airing at the current session of Congress, with the Dept. of Justice taking an interest in the subject.

FCC Appearance Confirmed • Announcement of FCC participation in the Chicago convention was made by NAB President Harold E. Fellows. The other main addresses at the convention will be delivered by Robert W. Sarnoff, NBC board chairman, who will receive the NAB keynote award at the Monday luncheon, and Mr. Fellows, who will speak at the Wednesday luncheon.

NAB is sending out forms for station owners, managers and staff executives who plan to attend the management sessions. This accrediting will not be required for active and associate members or others planning to attend general convention assemblies, luncheons and the annual banquet (BROADCASTING, Dec. 22, 1958).

Mr. Fellows said the convention emphasis on management developments "reflects the serious problems facing the broadcasting industry which require the intensive study and concerted action of top executives. The continuing growth of radio and television is bringing about rapid changes which the leaders of the industry must be fully informed about and prepared to act upon."

A new wrinkle has been added to the radio broadcasters' agenda—a five-year forecast. Panel members will endeavor to peer into the future and trace the patterns aural broadcasting will assume during the next half-decade.

Other radio discussions will deal with programming, public relations, standards of good practice, music licensing, audience research, editorializing, legislative report, trends in automation and sales developments. Sessions will be directed by J. Frank Jarman, WDNC Durham, N.C., radio board chairman.

Elections Scheduled • Television delegates will elect four members to the tv board. Radio directors for the odd-numbered NAB geographical districts and one director in each of the four at-large categories (large, medium, small, fm stations) are being elected this winter. Nominations for each radio vacancy will be announced Jan. 20.

The tv agenda will cover programming and creativity, allocations, film and videotape, sales and costs and congressional developments. C. Howard Lane, KOIN-TV Portland, Ore., tv board chairman, will conduct video sessions.

Prior to the Monday keynote luncheon the morning will feature an fm radio session; labor clinic led by G. Maynard Smith, Atlanta labor-management attorney; keynote luncheon and general assembly; separate radio and tv management-ownership conferences in afternoon.

Tuesday morning will be a continuation of the Monday afternoon conferences, followed by FCC Chairman Doerfer's address. The afternoon is open for visits to exhibits and hospitality suites.

Wednesday, final day, opens with the FCC panel followed by Mr. Fellows's luncheon address and the annual business session; radio and tv management-ownership conferences will be held in the afternoon. The evening banquet will wind up proceedings.

The Broadcast Engineering Conference will be held concurrently, with engineers joining management at general assemblies and luncheons.

Spring formal

It's not another wedding invitation, or a bid to a soiree.

The formal envelope with the word "Personal" next to the address contains an invitation done in the Amy Vanderbilt manner, inviting the lucky recipient to attend the NAB convention.

Text of the invitation carries out the aura of exclusivity appropriate to a top-drawer meeting. It reads:

"Announcing the thirty-seventh annual convention of the National Association of Broadcasters for owners and managers March 15-18, 1959, Conrad Hilton Hotel, Chicago, Illinois."

NAB's board is trying to cut down the size of the convention by limiting it to owners and managers plus key staff executives. The separate Engineering Conference will be held concurrently.

• Media reports

Transcontinent Broadcasting Co. has announced its purchase from NBC of the 742-foot tower formerly used by NBC's uhf outlet, WBUF-TV Buffalo, before it went off the air last fall. The transaction was made by Transcontinent on behalf of its WGR-TV Buffalo. The tower is more than 300 feet higher than the one now being used by WGR-TV.

• WGN-AM-TV Chicago has received permission from the city Board of Zoning Appeals to construct a $3 million plant on Chicago's Northwest side (BROADCASTING, Dec. 29, 1958). The stations plan to acquire 12.3 acres of land, to be the location of a building housing all WGN-AM-TV studios, offices and a 200-foot tower. The *Chicago Tribune* radio-tv properties are now located in the Tribune Tower on Michigan Ave.

• In an era of inter-media rivalry that often reaches derogation, a contrast has taken place in Lima, Ohio where WIMA is celebrating its 10th anniversary. *The Lima News,* one of the city's two newspapers, carried an unsolicited advertisement congratulating WIMA for "faithfully serving Lima . . . under the highest standard established in your industry." The ad concluded: "It is a pleasure for us to be in competition with a clean-cut, hard-selling organization similar to yours."

• KOME Tulsa joined ABC Radio Jan. 11. The station, 5 kw-d and 1 kw-n on 1300 kc, is owned by Charles W. Holt & Assoc. Stan Hagan is general manager.

• John Blair & Co., Blair-Tv and Blair Television Assoc. announce new San Francisco address at 155 Sansome St., San Francisco 4. Telephone numbers remain the same: John Blair, Douglas 2-3188; Blair-Tv and Blair Television Assoc., Yukon 2-7068.

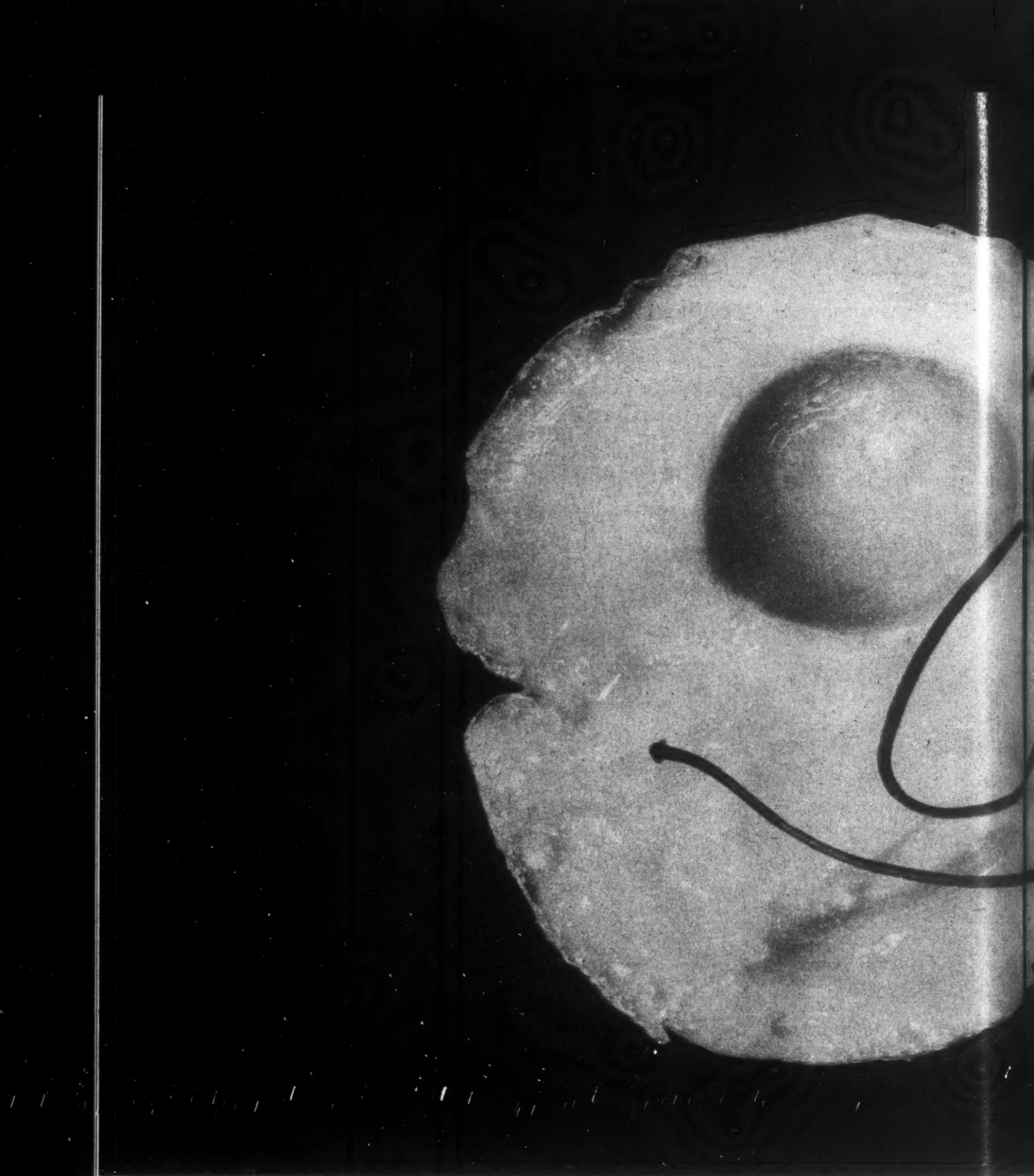
• WIS-TV Columbia, S.C., is taking an academic approach to market research. It has hired marketing professor Robert

The everyday miracles of oil

BRINGING THE "QUEEN" TO HARRISBURG, PA. Say you drive your car 12,000 miles a year. This requires about *three tons of gasoline.* At that rate, the gasoline used by the people of Harrisburg each year weighs more than the Queen Mary. Every drop has to be found, refined, delivered. Often it goes a hundred times as far as it goes in your car, *before it ever reaches your car.* Getting gasoline to all the Harrisburgs in this big land is part of the oil business. And it's "everyday miracles" like this, performed by American oilmen, that keep our nation on the move.

Helping to build a better future... Standard Oil Company (New Jersey) Esso

One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and in 134 other countries and dependencies.

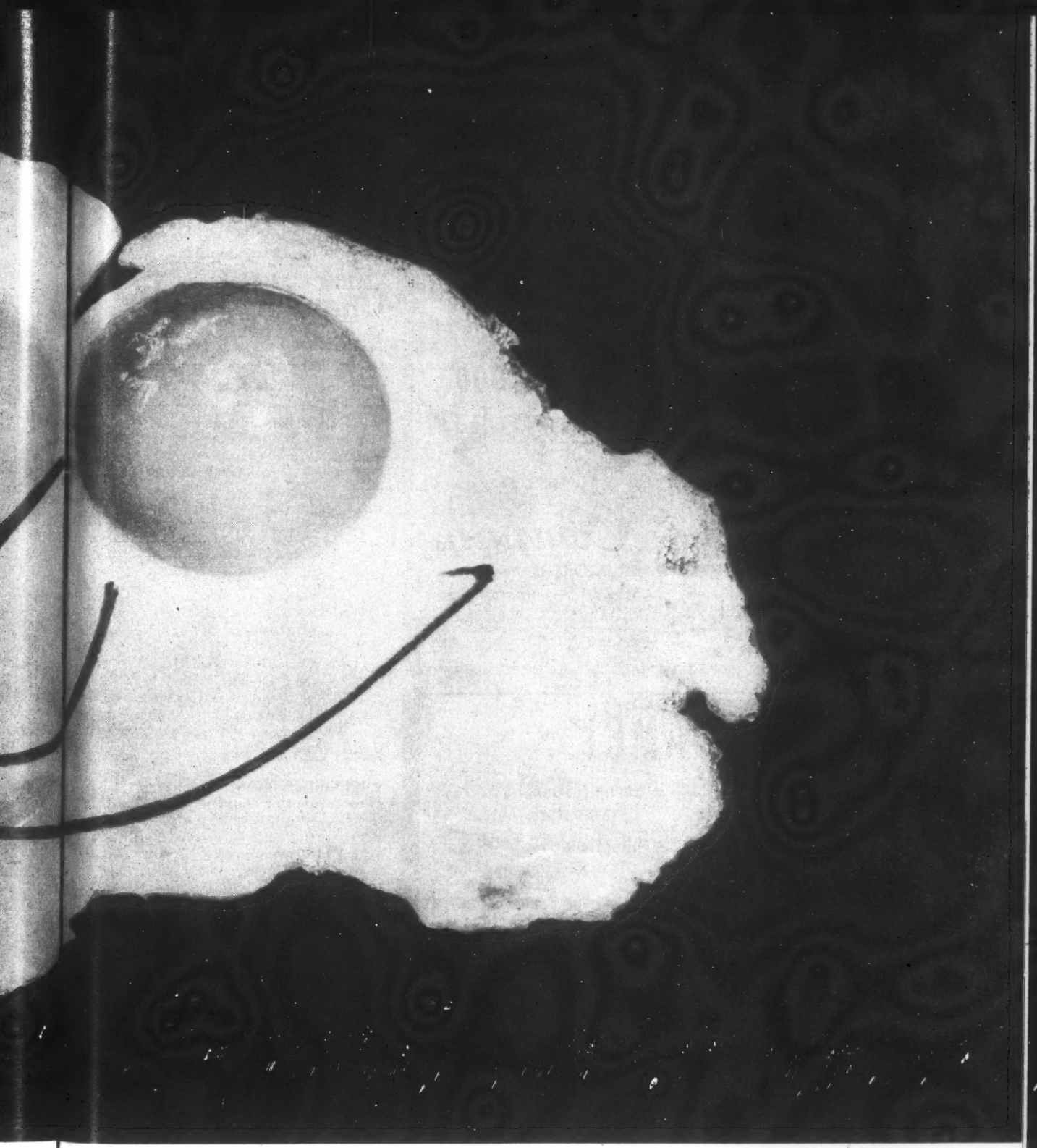


Did you Whittinghill this morning? Umpteen thousands of Southern Californians did...promptly at 710 on their radio dials, where KMPC's Dick Whittinghill is the constant delight of all those who prefer their early listening (6 to 10 AM) sunny side up. / Whatever and whenever you choose to advertise, KMPC's programming adds a sizzle that means more listeners (the most in Southern California radio) and, above all, more sales. For facts, call the station or AM Radio Sales.

Source: 8-County Pulse, Southern California area; September-October, 1958.

KMPC

GOLDEN WEST BROADCASTERS, LOS ANGELES



, above
o Sales.

C

GELES

"The world's greatest disc jockey." KSFO's Don Sherwood pays this warming tribute to... Don Sherwood. Pleasantly enough, his popularity with morning listeners (6 to 9 AM) matches the cheek in his tongue. According to the latest tabulation: almost 40% more audience than the runner up. / KSFO is proud to have a wit who wins, prouder still to be the most ingenious (and most listened-to) station in the San Francisco-Oaklan area. For unabashed details, contact us or AM Radio Sale

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISC

Radio of San Francisco, September-October, 1958

FLORIDA

Daytimer in major market. Producing substantial cash flow. $50,000 down will handle.

$250,000

MIDWEST

Highly successful daytimer in prosperous single station market. Receivables go to buyer. Net price less than gross. 29% down.

$90,000

TEXAS

Powerful regional facility in well known expanding market. Owns land and building. Making profit. $50,000 down and good terms for qualified buyer.

$215,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

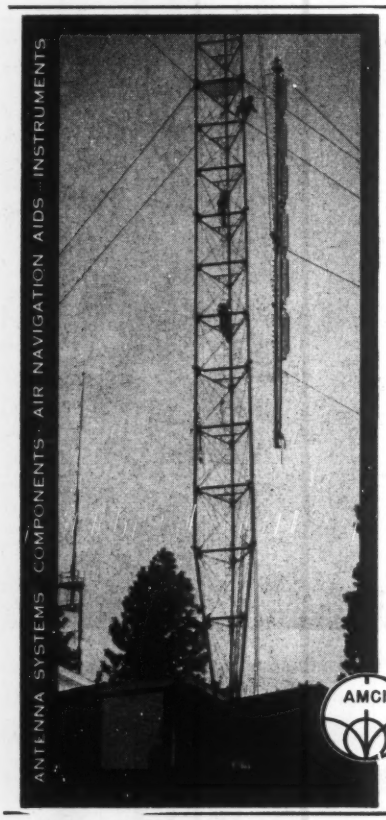
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



AMCI...

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

...have been proven in service.

Write for information and catalog.

AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

King of the U. of South Carolina to head up a task force of 30 trained interviewers and to personally conduct all station-advertiser surveys. According to WIS-TV sales manager Lavy Epps, the group will conduct five surveys this year and each of these surveys, ranging from telephone checks to personal interviews to shelf-counts, will be paid for by the station and billed to the client at cost.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week. All are subject to FCC approval:*

• WTRX Bellaire, Ohio: Sold to Frederic Gregg Jr. (owner of WCMI Ashland, Ky.) and Charles Wright, executive with General Dynamics, by Robert K. Richards, Walter Patterson and Fred Allman for $130,000. The sellers also own WKYR Kaiser, W. Va. The sale was handled by Blackburn & Co. WTRX is on 1290 kc with 1 kw, day, and is affiliated with MBS.

• WAKN Aiken, S.C.: Sold to James Olin Tice Jr. by John Mare and Oliver Grace for $117,000. Mr. Tice owns or controls WKEN Dover, Del.; WCAY Cayce, WBLR Batesville and WYMB Myrtle Beach, all South Carolina. The sale was handled by Allen Kander & Co. WAKN is on 990 kc with 1 kw, day.

• KTXJ Jasper, Tex.: Leased by J. C. Howard (oil distributor) and associates, from Jasper Broadcasting Co. (Joe J. Fisher and Joe H. Tonahill) for five years with an option to purchase for $60,000. The transaction was handled by Patt McDonald, Austin, Tex. KTXJ is on 1350 kc with 1 kw, day.

• WCFV Clifton Forge, Va.: Sold to James R. Reese Jr. by the Clifton Forge Broadcasting Corp. (principal stockholder, C. H. Lawler) for $45,000. Mr. Reese owns and operates WCBG Chambersburg, Pa. The sale was handled by Paul H. Chapman Co. WCFV is on 1230 kc with 250 w.

• WFAB Miami-South Miami, Fla.: 60% of construction permit sold to Harold E. King for $36,000 by Louis G. Jacobs, head of Miami advertising agency bearing his name, who retains 40%. Mr. King and his wife, Helen, own WTTT Jacksonville, WDAT Daytona Beach and WTHR Panama City, all Florida, and KGHI Little Rock, Ark. WFAB is expected to be completed by June 1. It will be on 990 kc.

VARIETY LOOKS AT THE NEW TV SEASON:

YEAR END: 'WHO'S ON SECOND'?

Nielsen's Top 10—8 Are Westerns

(Second November Report)

With the exception of Danny Thomas and "Shirley Temple Storybook," eight of the Top 10 Nielsen shows are westerns. Of perhaps major significance, however, is the fact that ABC-TV dominates the Top 10 with four entries, NBC and CBS having three apiece. Of the Top 15 shows, CBS has seven, ABC five and NBC three.

The Top 10 lineup:

Gunsmoke	CBS	41.4
Have Gun, Will Travel	CBS	35.5
Wagon Train	NBC	34.3
Danny Thomas	CBS	31.6
Shirley Temple	NBC	30.8
Rifleman	ABC	30.7
The Real McCoys	ABC	30.6
Wells Fargo	NBC	30.2
Maverick	ABC	29.8
Wyatt Earp	ABC	29.5

ABC-TV'S RISE TO NEW STATUS

By GEORGE ROSEN

The new Nielsens, just out, are almost shattering in their implications. ABC-TV dominates the Top 10 listings (first time in history), capturing four places, with CBS and NBC dividing up the remainder three apiece. On four nights of the week ABC-TV boasts the toprated show ("Maverick" on Sunday; "Rifleman" on Tuesday; "Real McCoys" on Thursday; "Walt Disney Show" Friday). In short, Leonard Goldenson has got himself a network.

Further "new Nielsen" intelligence as researched by ABC: Of the 30 half-hours prime time in which all three networks are competing with commercial programming, ABC and CBS each lead in 11 instances with NBC leading in eight places. (A rundown of the complete 42 half-hours seven nights a week 7:30 to 10:30 shows CBS leading with 17 places, NBC second with 13, ABC third with 12).

The onward-&-upward ascent of ABC in the three-network tv competition must inevitably add up to one of the more interesting and exciting chapters when the debit and credit sheets of '58 are tallied. What makes it all the more remarkable is that only a year ago ABC, by its own admission running a poor third in the inter-network rivalry, was still being talked about as the "potentially promising network." Its "arrival" into the bigtime is borne out by the following statistics:

For the same November Nielsen period a year ago ABC had an average nighttime rating of 18.5 (in the 7:30 to 10:30 periods). CBS had a 25.3 and NBC a 23.6. This year the score reads: ABC, 20.1; CBS, 23.9; NBC, 21.7—a major stride toward closing the gap.

While in the daytime area there's still an iffy status to the network's new bid for afternoon audiences, with some $15,000,000 in sponsorship coin riding on the outcome, the nighttime story is something else again, and one that finds both Goldenson and tv prexy Ollie Treyz having gained new industry stature. This was pretty evident even before the latest Nielsens when, a few weeks ago at the ABC-TV affiliate conclave in New York, Treyz was given a rising vote of confidence by the station operators for converting a $20,000,000 gamble into the present major advances.

That was the sum invested in such entries as "Rifleman" (which already shows up in the Top 10); "Naked City," '77 Sunset Strip" and "Lawman." These, along with such holdovers as 'Maverick," 'Real McCoys," "Cheyenne," "Wyatt Earp," the Disney show and "Zorro" are the principal reasons why the network is now enjoying its "finest hour." True, some of the new ones have failed to make it, such as the "Donna Reed Show" and "Man With a Camera," but the network's batting average on new properties has been just as spectacular as CBS', if not more so when one considers the more skeletonized framework in which ABC operates.

Even in the area of specials, where ABC until this season had been loath to move, the network has met with some unusual payoffs —as with Bing Crosby and the recent Art Carney "Peter and the Wolf" entry. (Network is now hell bent for stepping them up).

The strategy of shifting "Disneyland" into the Friday competition (where it is now top dog); the slotting of "Lawman" back-to-back with "Maverick"; the strengthening of Tuesday (where ABC has unquestioned supremacy) with "Rifleman" as complementary attraction to "Cheyenne" and "Wyatt Earp"—all played key roles in the network's program ascendancy.

And the network's profits are up.

That the intense ABC rivalry is creating some uneasiness within the NBC precincts can only be surmised. Even now the latter network's program chieftains, both east and west coast, are assembled in Florida (away from the phones) to map strategy and future programming in a major bid to recapture lost ground. Similarly at CBS the "alert" has gone out, with an off-the-record communique to program execs posting notice that "we must, redirect our program defenses against ABC's position as the new second network."

It is argued in some circles—chiefly by the competition—that the ABC advances, with the major reliance on westerns and action shows, were accomplished at the expense of balanced programming, whereas the other networks made the sacrificial gesture in order to embrace a wider scope of programming. ABC concedes the point, contending that it has had no alternative but to move in the direction where the mass audience lies since, as the longtime runnerup network, it had to "make it or else." "The rest can come later, when we're firmly established," says ABC.

BOY, DO THEY LOVE US IN NORTH TEXAS! *

NIELSEN, DALLAS-FT. WORTH AREA

#1	"Rifleman"	(ABC)	253,800 HOMES
#2	"Wyatt Earp"	(ABC)	251,400 HOMES
#3	"Gunsmoke"	(CBS)	235,800 HOMES
#4	"Maverick"	(ABC)	233,700 HOMES
#5	"Lawman"	(ABC)	216,200 HOMES
#6	"Real McCoys"	(ABC)	215,500 HOMES
#7	"Sugarfoot"	(ABC)	207,700 HOMES
#8	"The Texan"	(CBS)	202,400 HOMES
#9	"I've Got a Secret"	(CBS)	201,200 HOMES
#10	"Danny Thomas"	(CBS)	199,200 HOMES

WFAA-TV
basic abc
DALLAS

the nations #1

"THE PEOPLE'S C

starring **JACKIE COOPER**

#6 in **NEW YORK**
among all syndicated shows

10.4 RATING
28% SHARE

#3 in **Los Angeles**
among all syndicated shows

13.7 RATING
32% SHARE

LANDSLIDE
WDAF-TV
Kansas City
SRO FIRST WEEK ON AIR

#6 in **San Francisco**
among all syndicated shows

16.5 RATIN
30% SHAR

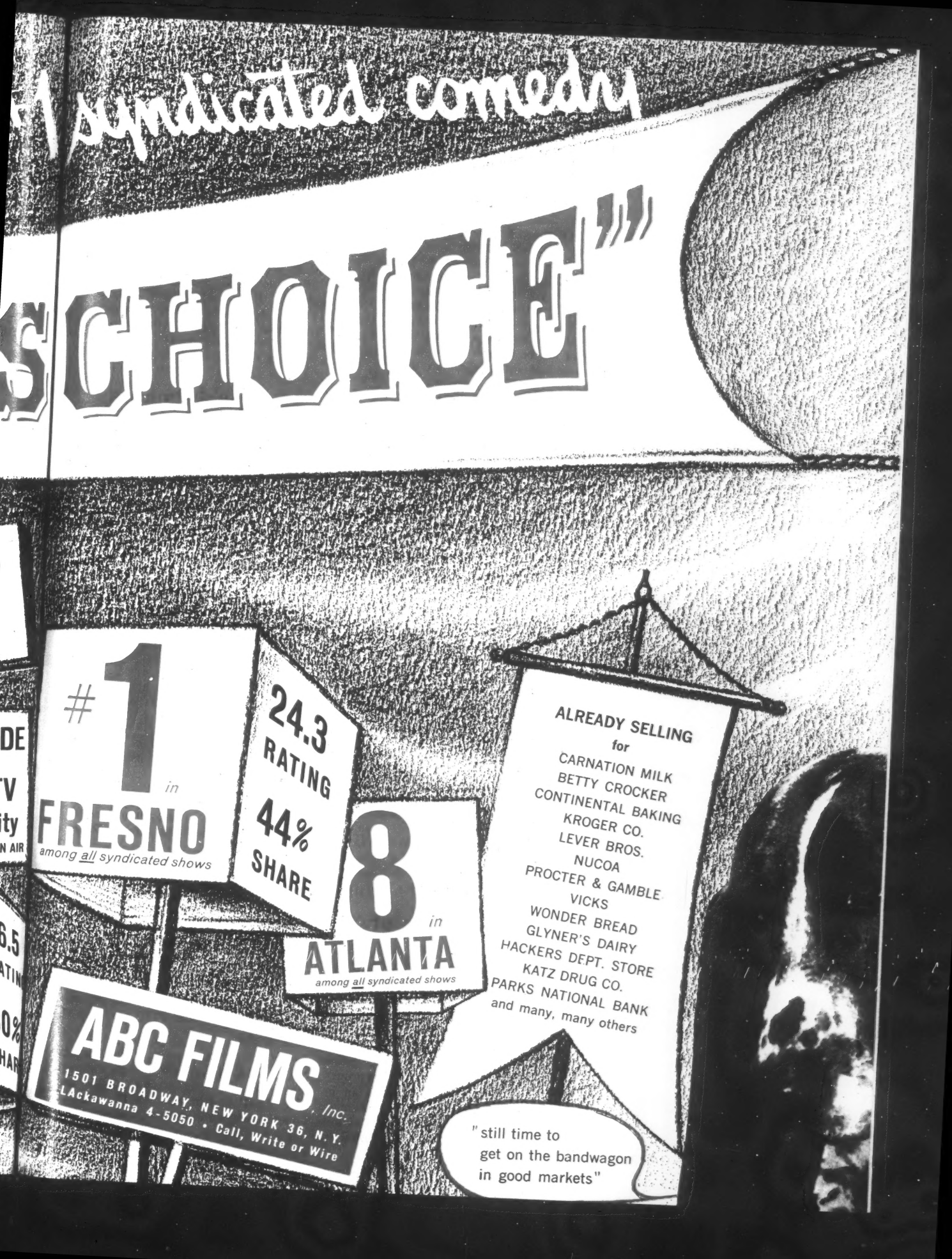
featuring **PATRICIA BRESLIN**

"THE PEOPLE'S CHOICE

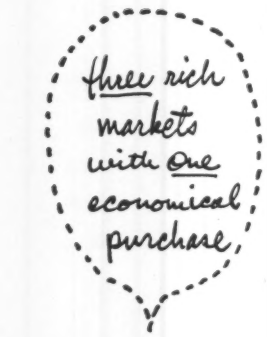
it's a show title!

Produced by
IRVING BRECHER

Written by
ALLAN LIPSCOTT &
ROBERT FISHER


syndicated comedy
CHOICE"
#1 in FRESNO among all syndicated shows
24.3 RATING
44% SHARE
8 in ATLANTA among all syndicated shows
ALREADY SELLING for
CARNATION MILK
BETTY CROCKER
CONTINENTAL BAKING
KROGER CO.
LEVER BROS.
NUCOA
PROCTER & GAMBLE
VICKS
WONDER BREAD
GLYNER'S DAIRY
HACKERS DEPT. STORE
KATZ DRUG CO.
PARKS NATIONAL BANK
and many, many others
"still time to get on the bandwagon in good markets"
ABC FILMS, Inc.
1501 BROADWAY, NEW YORK 36, N.Y.
LAckawanna 4-5050 • Call, Write or Wire

BRIEFLY



West Texas Television Network

KDUB-TV, LUBBOCK, TEXAS
KPAR-TV, ABILENE, SWEETWATER
KEDY-TV, BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

with 5 kw fulltime, directional antenna day and night.

APPROVED • *The following transfers of station interests were approved by the FCC last week (also see* FOR THE RECORD, *page 106):*

• WSRS-AM-FM Cleveland Heights, Ohio: Sold to Friendly Broadcasting Co. (Richard Eaton, president and principal stockholder) by WSRS Inc. for $306,000 plus agreement to pay S. R. Sague, president of the assignor, $20,000 per year for five years as consultant and for an agreement not to compete for five years within the local area. This grant was conditioned that the assignment not be consummated until the assignee has disposed of its interests in WJMO-AM-FM Cleveland (see below). The assignee also has interests in WOOK-AM-TV and WFAN (FM) Washington, D.C.; WSID-AM-FM and WTLF-TV Baltimore; WARK-AM-FM Hagerstown and WINX Rockville, all Maryland; and WANT Richmond and WYOU and WACH-TV Newport News, both Virginia. WSRS is on 1490 kc with 250 w and is affiliated with ABC and MBS. WSRS-FM is on 93.5 mc with 1 kw.

• WJMO Cleveland, Ohio: Sold to Tuschman Broadcasting Co. by Friendly Broadcasting Co. for $250,000. This grant was made with engineering conditions. WJMO is on 1540 kc with 1 kw, day.

• KTOW Oklahoma City, Okla.: Sold to KTOW Inc. (W. D. Schueler, president, has majority interest in KBRZ Freeport and minority interest in KJIM Fort Worth, both Texas; Paul E. Taft, vice president, owns KHGM [FM] and has minority interest in KGUL-TV, both Houston, and KJIM) by Citizens Broadcasting Co. of Oklahoma for $150,000. KTOW is on 800 kc with 250 w, day, and is affiliated with MBS.

• KLYN Amarillo, Tex.: Sold to Radio KLYN Inc. (Giles E. Miller, president) by E. Boyd Whitney and Arthur Leroy Nichols for $147,000. KLYN is on 940 kc with 1 kw, directional antenna same pattern day and night.

Ford grants for etv: $2.5 million in 1958

The Ford Foundation, through its Fund for the Advancement of Education, made 26 grants totaling $2,495,155 for experiments with educational television for the fiscal year ended last Sept. 30, the foundation has announced. The parent foundation made grants totaling $77,954,152 for all purposes.

The 1958 grants represented an increase. The Fund since 1953 has made a total of 76 grants totaling $5.6 million for 48 separate educational tv projects in schools, colleges and universities.

Largest of the 1958 grants was $406,000 to American Assn. of Colleges for Teacher Education to help finance production costs of a 32-week college physics course, *Continental Classroom*, on NBC-TV, to train high school teachers. The Fund made 12 grants totaling $940,855 to the National Program on the Use of Tv in the Public Schools, carrying on studies with the school systems of ten major cities; $105,000 to the U. of Alabama for the Alabama Educational Tv Projects; $110,000 to Metropolitan Pittsburgh Educational Tv Station; $320,000 to the Chelsea Closed-Circuit Tv Project in New York City, plus others.

• Rep appointments

• WFKY Frankfort, WVLK Lexington, both Kentucky; WHOT Youngstown, Ohio; WKIX-AM-FM Raleigh, N.C., and WTTM Trenton, N.J., all name George P. Hollingbery Co., N.Y., as their national representative.

• WAMS Wilmington, Del., names Robert E. Eastman & Co., N.Y.

• WKGN Knoxville, Tenn., names Richard O'Connell Inc., N.Y.

• WOI-TV Ames, Iowa, names H-R Television Inc., N.Y., as its national representative. Station is owned by Iowa State College.

• WIZE Springfield, Ohio names Richard O'Connell Inc., N.Y., as its national representative.

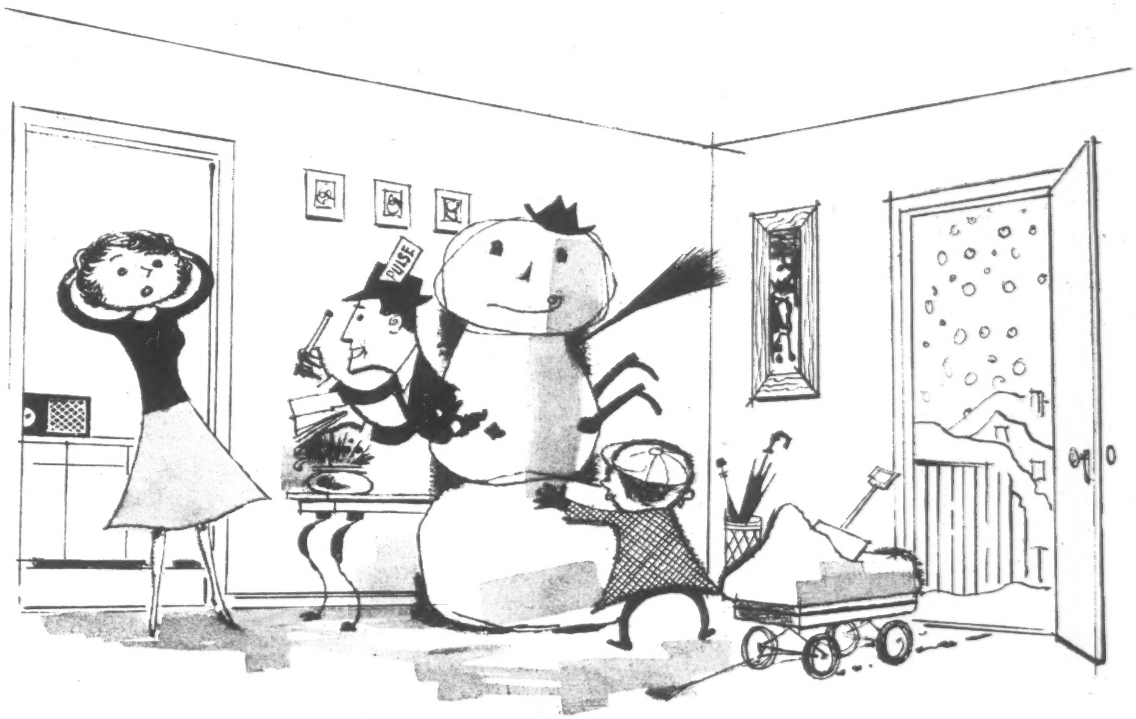
• WORC Worcester, Mass., names Avery-Knodel, N.Y., as its national representative.

• WBZY Torrington, Conn., and WDEW Westfield, Mass., name Breen & Ward, N.Y. Stations form Pioneer States Broadcasters Inc.

• WSRO Marlboro, Mass., names Breen & Ward, N.Y., as its national representative. Nona Kirby Co., Boston, will represent WSRO in New England.

• KPUG Bellingham, Wash., names John E. Pearson Co., N.Y., as its national representative. Station also announced it has gone independent after 12 years as Mutual-Don Lee affiliate. KPUG operates on 1170 kc with 1 kw.

• KCCC-TV Sacramento, Calif., names McGavren-Quinn, N.Y., as its national representative. Ch. 40 KCCC-TV has set target date of Feb. 15 for start of operations, announced General Manager Mel Lucas.



Q: In an emergency, what radio station do you listen to for school closings, meeting postponements, storm news, etc.?

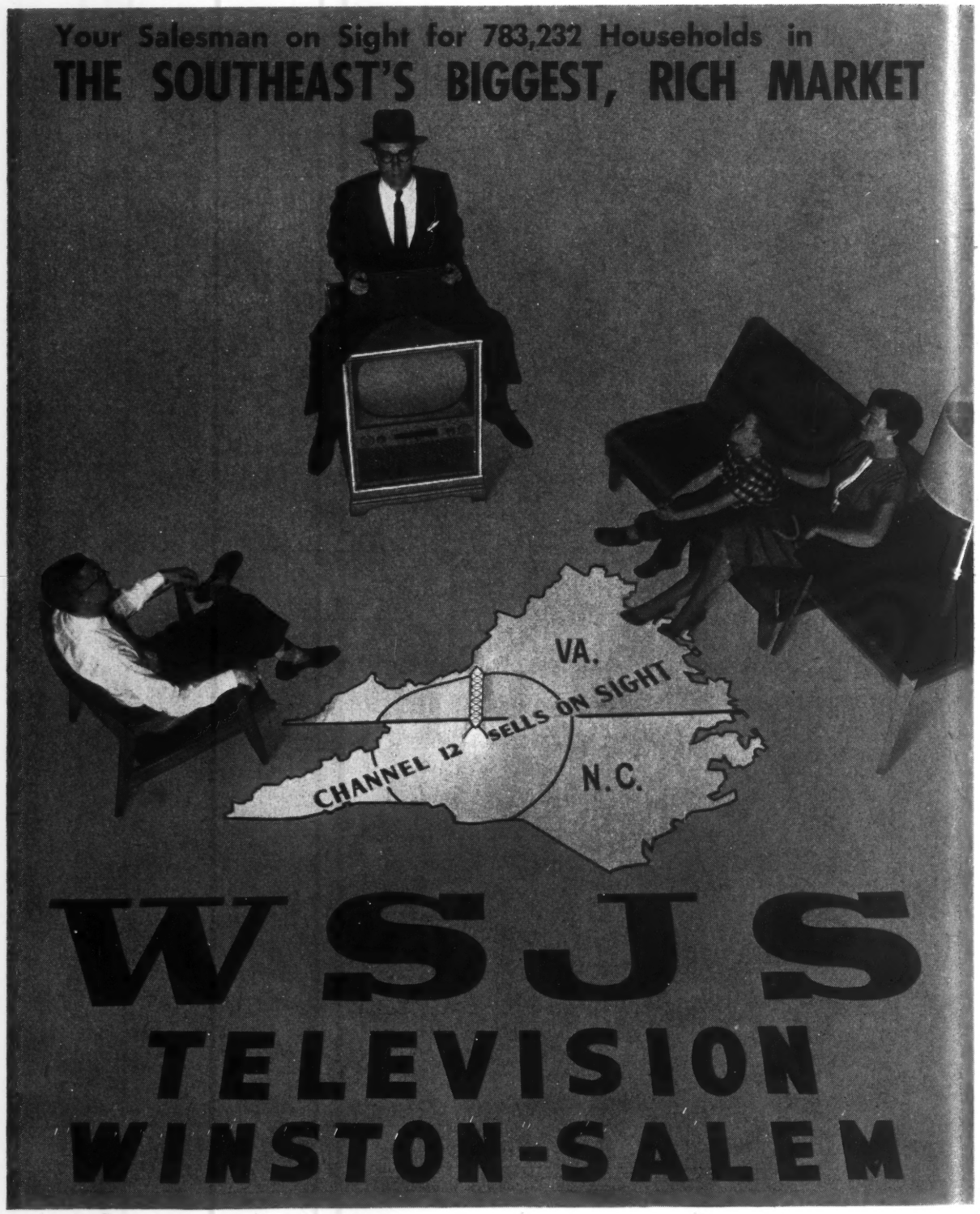
A: *When polled by PULSE on this significant service score, Washington, D. C., area residents voted WWDC* first— *gave us more mentions than any other radio station.*

This vote of confidence and popularity is *yours*, as a WWDC advertiser. It is only one of the many measurements of our ever-growing leadership in the Washington, D. C., Metropolitan Area. For full details, write for "Personality Profile of a Radio Station." Or ask your Blair man for a copy. It makes mighty interesting reading.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Things continue to move fast in Jacksonville, Fla.—where WWDC-owned Radio **WMBR** *is now* first *in the morning and second in the afternoon (Oct.-Nov. Hooper). New national rep. John Blair will happily supply the solid facts and figures.*



Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's *buying market*, the 75 Piedmont Counties in North Carolina and Virginia.

NBC AFFILIATE for *Winston-Salem* / *Greensboro* / *High Point*

Call Headley-Reed

WILL JUSTICE GO ALONG WITH FCC?

Antitrust chief says department has open mind on FCC's 4-3 unpublished decision which favors network option time as 'reasonably necessary'

What happens now that the FCC has found option time "reasonably necessary" in the operation of television networks and has submitted its views to the Justice Dept.?

The Commission's findings that option time may be considered reasonably necessary in tv network operations (BROADCASTING, Jan. 12) were hammered out at last Wednesday's meeting —with three commissioners dissenting. The FCC memorandum, which was not made public, was submitted to the Justice Dept. for its ruling.

There are several speculative answers to the question of what the Justice Dept.'s attitude may be:

• Justice may accept the FCC's opinion on the assumption that the Commission is the expert agency dealing with radio broadcast matters.

• It may, however, persist in its attitude that option time is a *per se* antitrust violation—and persuade the FCC to ban the practice.

• Or, some observers feel, Justice may go its own way and file an antitrust complaint against the networks.

Victor R. Hansen, government antitrust chief, said he had not seen the document, but that it would receive serious consideration.

Open Mind • He declared that the Justice Dept. has an open mind on the question. He admitted, however, that it was his department's view last spring that both option time and must buys were out-and-out violations of the antitrust laws.

Judge Hansen's remarks were prompted by reports that his office was less certain of the antitrust implications of the option time practice now that the networks have given up their must buy provisions.

Both CBS and NBC dropped the requirement that advertisers buy a list of basic stations—NBC only two weeks ago (BROADCASTING, Jan. 12). In place, both have established a policy of minimum dollar buys. ABC has always operated on a minimum buy basis.

Judge Hansen also maintained that the Justice Dept.'s position toward the FCC was that of lawyer and client. There have been reports that the Justice Dept. was pressuring the FCC to see option time and must buys its way.

The FCC's document was submitted to the Attorney General's office in line with a promise made last April.

At that time, Justice antitrust officials (including Judge Hansen) stated it was their opinion that option time and must buys were *per se* violations of the Sherman Antitrust Law. It was agreed then that Justice Dept. would hold up any move until after the FCC considered the practices and held public hearings. These were held last spring, and included testimony on all aspects of the Barrow Report.

The Commission's findings were adopted by a slim, one-vote margin. Comrs. Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford dissented. The document submitted to the Justice Dept. carried dissenting statements by these three commissioners.

Not Made Public • The FCC decided not to make its findings public. There had been some thought of doing this. The decision not to publicize the document was taken on the ground that this was a private, intra-government memorandum. It was also felt that if, as and when the FCC makes any changes in its network rules, a notice of proposed rulemaking must be issued, and a hearing held.

Justice's Hansen: he has the option on options

There have been reports that the FCC may lop off a half-hour during prime night option hours to permit the inclusion of non-network, independent programming. If this is done, a regular rule-making proceeding must be instituted. The Chain Broadcasting Rules were first promulgated in 1941.

Although the 35-page FCC memorandum on option time was not made public, a verbatim text of the ultimate findings follows:

The Commission makes the following ultimate findings with respect to option time:

a. Option time has a considerable effect on the program clearance decisions of affiliated stations, by establishing a predisposition on the part of affiliates to carry network programs offered during the hours designated by the network as option time.

b. As a result of this predisposition, affiliated stations accept and carry some network programs that they would not otherwise be disposed to carry.

c. Stations voluntarily accept the overall network affiliation relationship, which includes the option time provision. The network requires that the station agree to grant the option in consideration of affiliation. At least some stations might prefer a network affiliation without option time, or with less option time than the networks now require, in order to preserve greater freedom of program choice.

d. The network's program service does not consist of a single package of programs. It comprises a large number of individual programs, attractive because of their number, variety and popularity, but sold to advertisers and offered to stations on an individual basis.

e. The network program service is provided to stations in exchange for something of value, namely the opportunity to share in the revenues obtained from the sale of the stations' time to network advertisers.

f. Option time has no significant effect, affirmatively or negatively, on competition among the television networks.

g. National spot and networking are competitive advertising media.

h. The present option time arrangements make it more difficult for the

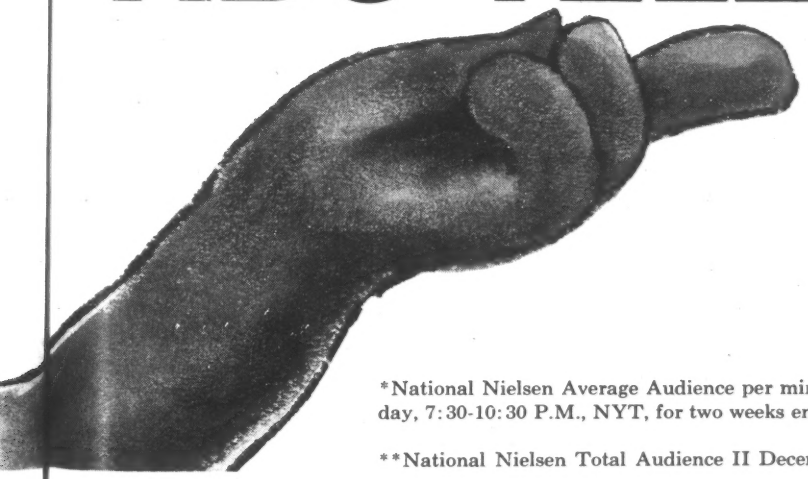
The year 1958 closed with the highest year-end audience levels in the history of network television. This record traces directly to gains scored by each of the three networks.

In 1958:

ABC gained 1,400,000 additional homes per minute.*
Another network gained 300,000 additional homes per minute.*
The third network gained 100,000 additional homes per minute.*

And 1958 closed, not only with network television bigger than ever, but with a completely new relationship of one network to another: a relationship which now finds that **among all regularly scheduled evening programs, ABC-TV has FOUR in The Top Ten.****

ABC TELEVISION



*National Nielsen Average Audience per minute, all sponsored programs, Sunday through Saturday, 7:30-10:30 P.M., NYT, for two weeks ending December 20, 1958, vs. comparable period, 1957

**National Nielsen Total Audience II December Report, 1958

The FCC's 24th annual report

Broadcast authorizations passed 9,000 in 1958 of which 874 were for tv stations, 791 for fm and 3,353 for am, the FCC said in its 24th annual report issued yesterday (Jan. 18).

Operating permits were held by 556 of 665 commercial tv stations authorized. Uhf translators more than doubled (156 authorized, 92 on the air), compared to 74 authorized and 41 on the air in 1957. A June 5, 1958, tabulation showed 419 commercial vhf and 82 commercial uhf outlets and 25 vhf and 6 uhf educational stations on the air.

Of 3,353 am stations authorized, 3,253 held operating authorizations, 174 more than in 1957, while 412 applications were pending at the end of 1958. Of 634 commercial fm outlets authorized at the end of the year, 548 were on the air, gains of 74 and 18 respectively over 1957. There were 98 commercial fm grants compared to 40 in 1957, the largest number since 1948.

As of Aug. 15, 1958, there were 66 tv towers higher than a thousand feet, construction permits for 17 more were outstanding and pending applications for 15 others.

The yearly increase in broadcast stations sales (8%) was not as great as in 1957 (22%), but prices paid for broadcast properties in 1958 indicated "substantial increases" over prices in prior years, the report said.

The number of transmitters for all services reached nearly 1.5 million, the FCC said. In the fiscal year 1958 (ending June 30), the Commission operated with 1,238 employes and appropriations of $8,734,355. It received more than 537,000 applications and nearly 940,000 pieces of mail.

group comprising national spot television programming — independent program producers, national station representatives, and non-network advertisers —to gain access to maximum audience, on network-affiliated stations. The limitation arises in two ways: a) the groups have only limited access to the program time periods of maximum audience which are under option to the networks, and b) when access to an option time period is obtained, the network may preempt the period and displace the non-network program on 56 days' notice.

i. While independent program suppliers and national station representatives have some difficulty in obtaining access to desirable program time periods now under option to the network, option time has also benefited these groups by developing the network market for independently produced programs and by building audiences that enhance the value of spot announcements and spot programs adjacent to network programs.

j. Although syndicators and other non-network groups do not provide identical service to that of the networks, access to prime program time periods is important to their operations. At present, the opportunity of non-network groups to compete freely for access to these periods is limited to one-third of the prime evening time audience.

k. While the principal difficulty arises from the overall shortage of station outlets, as a result of the present option time arrangements the availability of non-network programming of a cost comparable to network programming has been reduced below what it would otherwise have been. This has placed independent (non-affiliated) stations at a disadvantage in seeking to compete for advertising revenue with the network-affiliated stations in their markets, and non-network advertisers at a disadvantage in seeking to compete for audience and sales with advertisers using network television. Any adverse effect which option time exerts on non-network advertisers is more than counterbalanced by the benefit that the public receives from the expensive programs which only network advertisers can afford.

l. Whether or not option time is essential to network operations is a relevant issue in the public interest determinations for which the Commission is responsible.

m. Option time is necessary to enable the networks to give assurances to national advertisers that a nation-wide lineup of stations will be available to carry the advertiser's program, at the time period ordered and at a particular place in the network's program schedule.

n. Without the reasonable assurance provided by an option time arrangement, the networking system could not operate on the basis of firm orders and there would be uncertainty at all stages of the programming and sales process.

o. An option time arrangement is necessary to avoid a gradual loss of clearances that would be checkerboarded over the entire network program schedule, as stations in key markets substituted non-network for network programs in different time segments. This checkerboarding could result in the erosion of the network's service as sales to advertisers were lost. Once a time period had been lost to the network, it would be difficult or impossible for the network to recapture it.

p. The loss of advertiser business that would result if option time were eliminated would be a double injury to the networks, since they would have to continue to program the time periods; with the slim margin of network profits, the loss of a few time periods could place network business in the red.

q. Option time is necessary to maintain network programming, including news and public affairs programs, at present levels. Without option time, network programming would suffer from the uncertainty of network sales, which would hamper advance planning, and from the loss of revenue, which would reduce the amount of risk-taking and expensive "quality" programming.

r. Without option time it would be difficult to preserve the simultaneity of live programming which is the essence of the network's television service, or to schedule programs in the relationship to each other that networks and their advertisers desire from maximum audience appeal.

For the reasons cited above, the Commission finds that optioning of time by affiliates to their networks is reasonably necessary for successful network operations and is in the public interest.

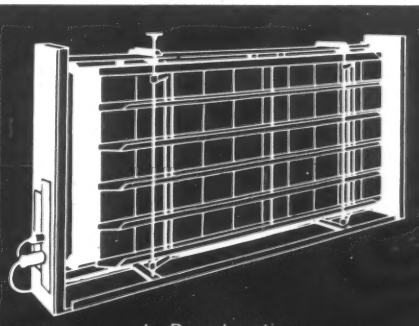
UHF appeals refused

The U.S. Supreme Court last week refused to review appeals by uhf tv outlets in Rockford, Ill., and the Springfield, Mass., area against FCC decisions refusing to shift vhf channels into their respective areas for deintermixture purposes.

The U.S. Court of Appeals for the District of Columbia had affirmed the FCC decisions in the two cases. WTVO (TV) Rockford (ch. 39) had asked that ch. 3 be shifted from Madison, Wis., to Rockford. WWLP (TV) Springfield (ch. 22) and other uhf's in the area had asked that ch. 3 be moved there from Hartford, Conn. WRLP (TV) Greenfield, Mass. (ch. 32), also had participated in the appeal. The uhf's in both cases had held that the vote of former FCC Comr. Richard A. Mack was necessary to the FCC decision in each of the cases.

'Globe' to intervene

The FCC decided tentatively last week to allow the *Boston Globe* to intervene in the re-opened ch. 5 tv case, but only on the issue of whether any Commission member should have disqualified himself from voting in the original grant to the *Boston Herald Traveler* (WHDH Inc.), a *Globe* competitor. The hearings are scheduled tentatively to begin March 2.



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ACTION AGAINST ASCAP ASKED

Small Business Committee says it's about time Antitrust Div. acted on complaints

The Justice Dept. Antitrust Div.'s failure over several months to act on complaints against ASCAP is "inexcusable," the House Small Business Committee charged last week.

At the same time, Rep. James Roosevelt (D-Calif.), who is chairman of the committee's Subcommittee No. 5 which held hearings last spring on complaints against ASCAP, asked Justice to "explain why this matter has not been brought to a conclusion and advise me when [the Antitrust Div.] will reach a decision." Justice Dept. officials were scheduled to meet with ASCAP representatives last Friday (Jan. 16).

ASCAP members who are small publishers charged at the hearings last March and April that large publisher members dominated the organization to the detriment of small publishers by exercising control over ASCAP affairs. The witnesses complained about ASCAP's weighted system, its performance survey and logging system, distribution formulas for royalties, grievance procedures and lack of access of records to all members.

The committee report last week said there was agreement in the testimony that the distribution plans were complicated and difficult to understand and apply. The subcommittee was supported by the full committee in a report on May 12, 1958, which said "the facts presented raised serious problems of concern" to the committee and asked that the Justice Dept. take "appropriate action" to remedy the more important problems. It recommended that Justice take such action as "may be required to effectuate the terms and spirit of the consent decree of March 14, 1950." The May 1958 report said the consent decree judgment—entered by the U.S. District Court for the Southern District of New York on March 14, 1950—dealt directly or indirectly with the problems of ASCAP organization and operation covered by the congressional group.

The 1958 report was transmitted to Justice on May 16, 1958, and Justice in June opened negotiations with ASCAP to determine if litigation could be avoided by obtaining a new consent decree that would "remedy these conditions," last week's committee report said. But now, seven months later, no agreement has been obtained nor any court action filed by Justice, the committee said. The House group added:

"The committee is unable to understand why such unproductive action should be tolerated by the Department. If, as indicated, the Department has convinced itself that corrective action is called for, it would seem to follow that such action should be taken seasonably. We believe that the delay in bringing this matter to a head is inexcusable." Rep. Roosevelt's letter to

Roosevelt: more justice from Justice

Justice last week also expressed disappointment. He said:

"Frankly, this course of events leaves me nonplussed, for I am unable to understand your willingness to tolerate such indecisive action. It is distressing and disappointing to see that the corrective action needed so badly in this case has been thusly prolonged and delayed." *(Also see ASCAP negotiations story, page 87.)*

Membership revised in Senate Commerce

The Senate Commerce Committee last Wednesday (Jan. 14) was assigned four new Democratic members and almost immediately Chairman Warren Magnuson (D-Wash.) announced Jan. 27-28 hearings on his own proposal for federal aid to educational tv.

Membership of the committee was increased from 15 to 17 senators, with an 11-6 majority-minority ratio (CLOSED CIRCUIT, Jan. 12). This means a pick-up of three seats for the Democrats from the 85th Congress and a loss of two members for the Republicans.

Democratic freshmen senators assigned to the committee were Clair Engle (Calif.), E. L. Bartlett (Alaska), R. Vance Hartke (Ind.) and Gale McGee (Wyo.). To make room for the fourth new member, Sen. Alan Bible (D-Nev.) was re-assigned to the Committee on Appropriations. Majority holdover members include Sens. Magnuson, John Pastore (R. I.), Mike Monroney (Okla.), Ralph Yarborough (Tex.), Strom Thurmond (S.C.), George Smathers (Fla.) and Frank Lausche (Ohio).

Three Vacancies • Four of the seven Republican members of the Commerce Committee were defeated in the November elections, leaving three minority vacancies with the loss of one seat. The Republicans were scheduled to make their committee assignments last Saturday (Jan. 17) after BROADCASTING went to press.

Sen. Andrew Schoeppel (R-Kan.), ranking minority member of the Commerce Committee, also is chairman of his party's Senate Committee on Committees. Sens. John Marshall Butler (R-Md.) and Norris Cotton (R-N.H.), Commerce Committee members, also return for the 86th Congress. Defeated were Republican Sens. John Bricker (Ohio), Charles Potter (Mich.), Frederick G. Payne (Me.) and William A. Purtell (Conn.).

First meeting of the new committee will be held Wednesday (Jan. 21), according to Sen. Magnuson.

Sen. Magnuson, with the co-sponsorship of Sen. Schoeppel, re-introduced his etv bill (S-12) 10 days ago (AT DEADLINE, Jan. 12). The measure would allocate up to $1 million to each state to purchase equipment for tv and closed circuit systems for use by schools, universities and non-profit organizations approved by the state's educational authorities.

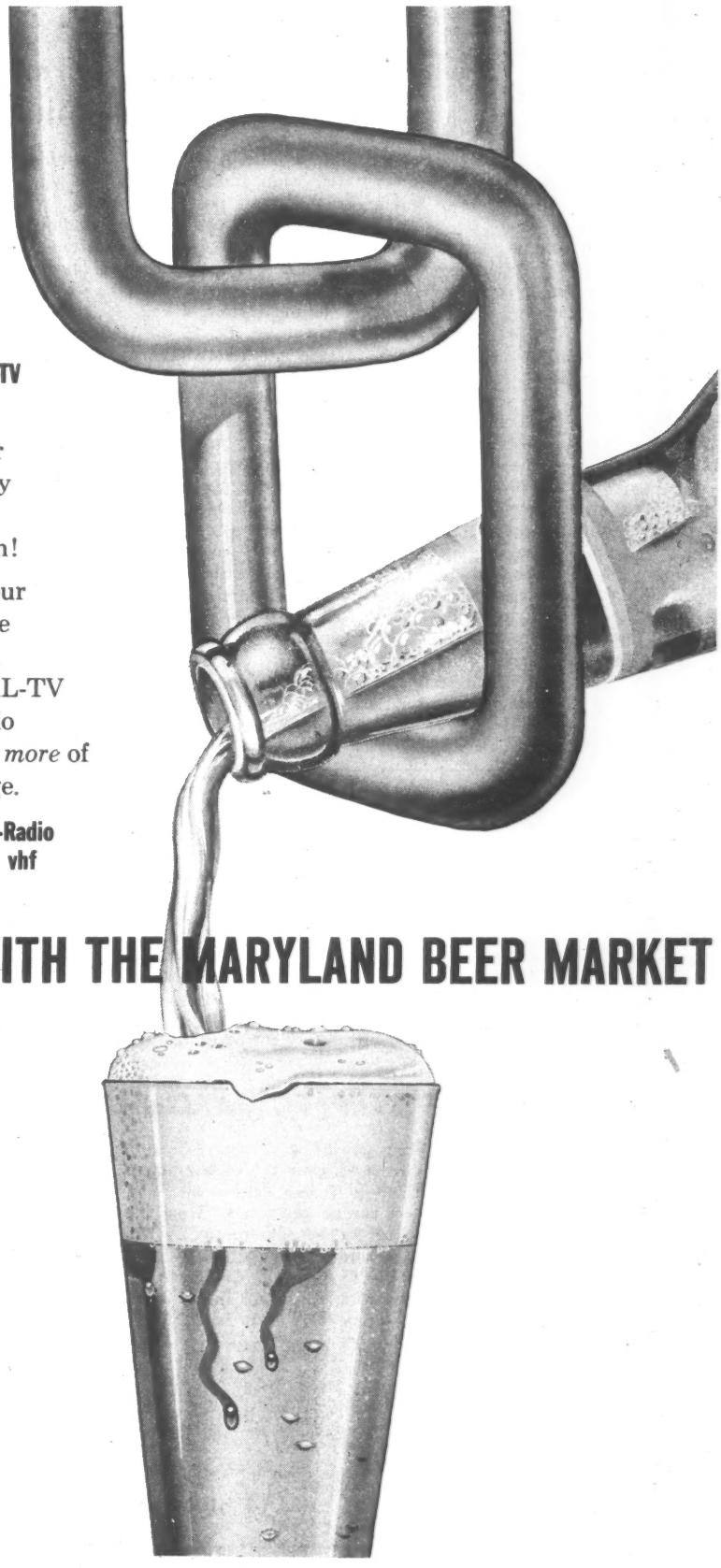
The committee held hearings last spring on an identical bill which passed the Senate but died in the House. Similar bills have been introduced in the House the past two weeks by Reps. Stewart Udall (D-Ariz.) and Hale Boggs (D-La.).

The Jan. 27-28 etv hearings will be held in the committee's new quarters in the recently-opened new Senate Office Bldg., Rm. 5110.

Allot, Mansfield balk at vhf booster cutoff

Two western senators last week took swipes at the FCC's action in ordering operators of existing vhf tv boosters to get ready to go off the air in 90 days and serving notice it will prosecute anyone who sets up new boosters.

Sen. Gordon Allot (R-Colo.) and



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Maryland's Number One Salesmen—WBAL-Radio and WBAL-TV—Maryland's only Radio and vhf Television combination

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Henry I. Christal Company

WBAL-TV

Baltimore, Maryland
Channel 11
N B C. Affiliate
• Nationally represented by
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Sen. Mike Mansfield (D-Mont.) both praised a staff report to the Senate Commerce Committee by special counsel Kenneth Cox which recommended legalization of boosters and took the FCC to task for not setting up rules to allow booster operation. (BROADCASTING, Jan. 12). Both threatened to take their case to Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee.

Sen. Mansfield said he would ask Sen. Magnuson to call FCC members on the carpet to explain the divergence between the Commission majority's views and those of Comr. T.A.M. Craven, who dissented and said the FCC ought to establish "reasonable" rules providing for vhf boosters on a "practicable" basis. Sen. Allot said he has had a talk with Sen. Magnuson "looking toward legislation to meet the problem in the event that the FCC doesn't take immediate steps" to provide tv to people in sparsely settled areas. The FCC's 90-day deadline is inadequate for a "sweeping change," he said.

Sen. Mansfield questioned whether the FCC did not "pre-judge" vhf boosters in view of its current inquiry into the effect by boosters, translators, satellites, CATV and other secondary types of tv on regular tv broadcast stations.

HARRIS BACK IN TOLL BATTLE

Resolution permits only technical tests of pay tv pending Congressional action

An interim measure to prohibit pay television, both broadcast and wire, until Congress passes legislation prescribing how pay tv should be regulated was offered last week by Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee. The measure, H J Res 130, requires approval by the House, Senate and the President before taking effect.

The Harris resolution would give the FCC authority to permit "technical test operations" for "limited periods." The FCC would set up regulations on terms, conditions and limitations, but these rules would insure that only one person could conduct tests of a particular system at any place in the country and that one person could not conduct tests of more than one system.

Rep. Harris said pay tv promoters "have held out the promise of improving present television programs" through toll tv, but despite such promises "there is grave risk" that this would add financial burdens on Americans without corresponding improvement unless regulated by federal law.

In an interview Tuesday morning (Jan. 13) on NBC-TV's *Today* show, Rep. Harris said one reason his resolution specified prohibition of wired pay tv "is that baseball, and possibly football, would enter into . . . a closed-circuit contract operation whereby the general public might be deprived from viewing these outstanding sporting events." His measure would "reach that type of operation," Rep. Harris said. He knew of no existing sports groups which have signed contracts with pay tv operations, but said he understood one major league baseball club had committed itself to a closed-circuit pay tv operation "if and when such facilities are made available to it."

Rep. Harris called attention to his resolution last year asking the FCC to withhold action on pay tv until the House Commerce Committee has had time to hold a hearing on it. Consequently, he said, he plans for the committee to hold hearings in 60 to 90 days. He said he feels the technical tests provided in H J Res 130 would yield some of the information by which the committee could determine how pay tv could be regulated in the public interest.

"In my opinion," Rep. Harris said in a statement released concurrently with introduction of his resolution, "television programs available to the American people have become highly commercialized, and their adequacy in the public interest, with respect to quality and variety, has been questioned.

"Plans are now under study for enforcement of existing legislation and the enactment of new legislation for the purpose of bringing about better service in the public interest by commercial television licensees."

Other House members who have introduced bills in the new Congress to prohibit broadcast (but not wire) pay tv are Cleveland M. Bailey (D-W.Va.), HR 1210; Emanuel Celler (D-N.Y.), HR 68, and Thomas J. Lane (D-Mass.), HR 166.

Uhf set limitation

The FCC has amended its rules to continue until the end of 1960 the temporary uhf tv receiver limit at 1,000 microvolt per meter at 100 feet. The limitation had been scheduled at 500 microvolts, effective the end of this year. The FCC said that the limit did not apply to spurious signals radiated by vhf tv receivers in the uhf band.

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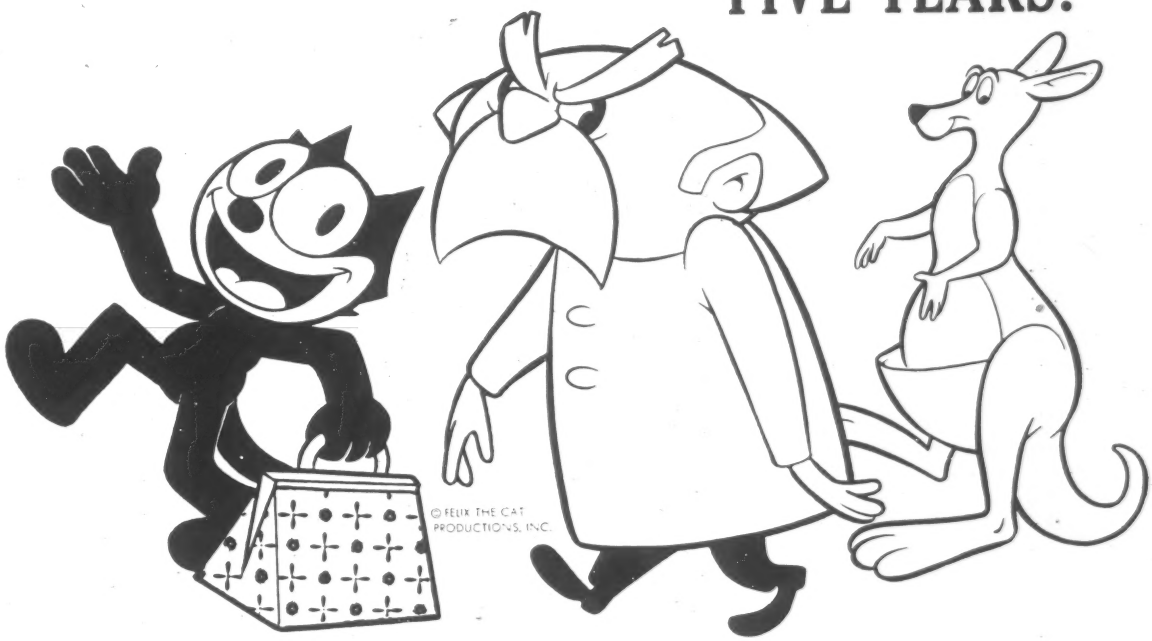

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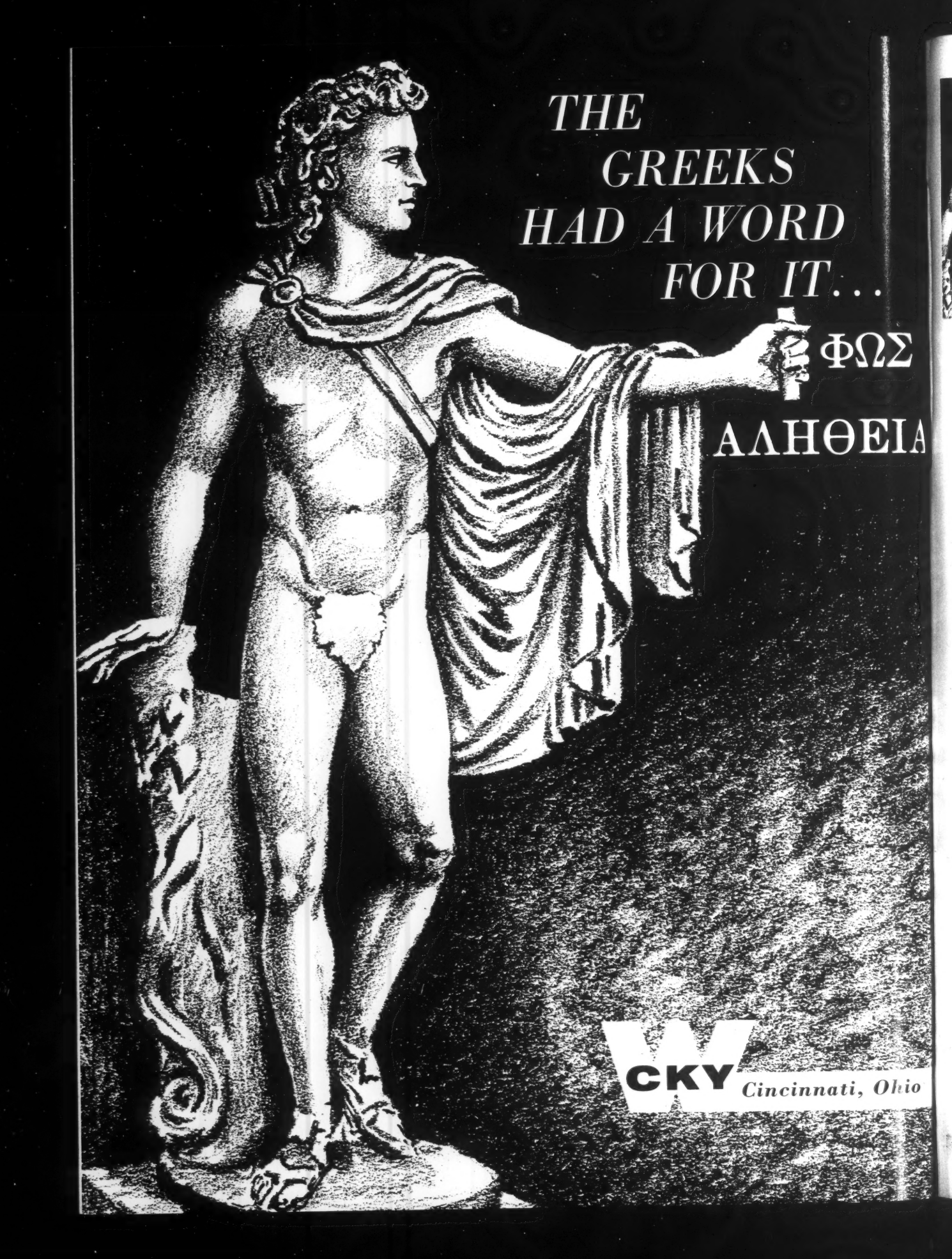
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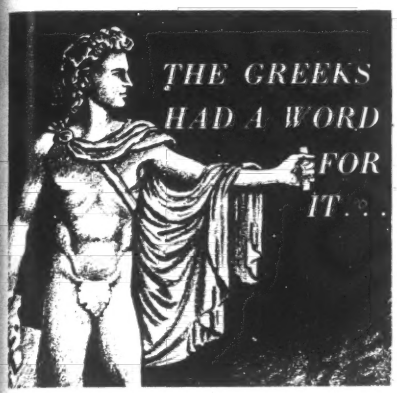

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ΑΛΗΘΕΙΑ
APOLLO
Light and Truth

APOLLO was considered to be "the most Greek of all the gods" and even by today's standards, he would be considered quite a hunk of man—handsome, sophisticated, cultured—but why go on, let's just say he had many excellent characteristics attributed to him. The Greeks called him the God of Light and Truth. Whenever the Greeks wanted to know the truth, they always went to Apollo's shrine at Delphi, and the oracle there came up with the right answer.

Today's advertisers and time buyers want to know the truth too, so if you are in the dark about selecting the best radio station in Cincinnati to sell your product, let us enlighten you—IT'S WCKY, and truthfully, here's what you get:

1. Adult audience—73% of WCKY's audience is composed of housewives who control the family purse and spend the major portion of family income.
2. 50,000 Watts of Selling Power, covering all of the Cincinnati trading area.
3. Good music and news 24 hours a day.
4. Air salesmen who *sell* your product.
5. A prestige station with progressive management.

. . . . . So don't go to Apollo's shrine at Delphi, just consult our oracles: Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who will shed some Light on your problem and tell you the true story about WCKY and its power to sell your product.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

THREE CH. 10 DENIALS URGED

FCC & Justice: toss out Miami bids

The FCC was strongly urged last week to "absolutely" disqualify three of the four applicants for Miami's ch. 10.

In exceptions filed to the hearing examiner's initial decision (BROADCASTING, Dec. 8), the Dept. of Justice and the FCC's general counsel asked that the Commission disqualify Public Service Television Inc., WKAT Inc., and North Dade Video Inc.

Pleadings filed by other parties to the case took exceptions to various other elements of the initial decision.

The initial decision was issued by special Hearing Examiner Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court.

Judge Stern found that Public Service and WKAT had engaged in improper activities in behind-the-scenes conversations with then Comr. Richard A. Mack and recommended that this factor be considered adversely to these applicants in a new hearing on Miami ch. 10.

He declared that the actions of North Dade Video Inc., another applicant, in hiring former Rep. (R-Ohio) and former FCC Comr. Robert F. Jones, were "imprudent."

Judge Stern declared that Mr. Mack should have disqualified himself from voting in the Miami ch. 10 case because of the off-the-record representations made to him by Public Service and WKAT. He also recommended that the ch. 10 grant to Public Service, a subsidiary of National Airlines, be considered void.

The fourth applicant, L. B. Wilson Inc., was untouched by any charges of impropriety.

Which Way Now? • Next step in the controversial Miami ch. 10 case is oral argument before the full FCC. The Commission's final decision must be submitted to the U.S. Court of Appeals for the District of Columbia, which retained jurisdiction when it remanded the Miami case to the Commission last April.

One of the questions the FCC must answer is whether, if a new hearing is held, new applicants may apply. There are already two new applications for Miami ch. 10: Elzey Roberts, and the Miami Church of Religious Science.

A digest of the exceptions, filed last week, follows:

• Justice Dept. urged that Public Service, WKAT and North Dade be absolutely disqualified. "The United States urges," the brief stated, "that the Examiner's rationale, which rejects standards long applied by the Courts, will do little to deter 'improper conduct.' An applicant could engage in such 'improper conduct' with the knowledge that, even were it detected, the 'improper' course nonetheless might be excused and the grant secured."

Improper conduct, Justice declared, "compels" disqualification.

The 13-page Justice brief, signed by Attorney General Rogers, as well as Judge Victor R. Hansen and Robert M. Bicks of the antitrust division, repeated the belief that the vote of both Mr. Mack and former FCC Chairman George C. McConnaughey was improper since they both were approached in the case. It also repeated the suggestion that new applicants be permitted to file and that L. B. Wilson, the remaining applicant, be permitted to amend its application to show its present ownership. Mr. Wilson died during the hearings.

The Justice brief urged:

"The need for an effective deterrent to attempts at ex parte influence compels the conclusion that an applicant not be free to urge that 'its other relevant qualifications so outweigh and override the gravity of its derelictions that, in comparaison with the qualifications of other applicants, public interest, convenience and necessity would be served best by granting it the construction permit'."

How the General Counsel Sees It • Office of General Counsel, FCC, also urged the absolute disqualification of Public Service, WKAT and North Dade.

Its position was summed up in these words:

". . . failure to disqualify the three applicants shown to have acted improperly, in addition to unnecessarily delaying conclusion of the present proceed-

Maybe Miami

Argument on motions to change the site of the trials of former FCC Comr. Richard A. Mack and Thurman A. Whiteside from Washington to Miami will be argued Friday (Jan. 23) before District of Columbia Federal District Judge Burnita S. Matthews. Justice Dept. has opposed these motions. Both Mr. Mack and Mr. Whiteside are under indictment for conspiracy to defraud the U.S. in connection with the 1957 grant of ch. 10 Miami to National Airlines.

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ing would inevitably detract from the prophylactic effect of the special hearings. For if action intended to pervert the established procedures of fair adjudication is relegated to the position of just another public interest factor, to be considered along with many others in determining the basic and comparative qualifications of an applicant, compliance or lack of compliance with the norm becomes merely a matter of calculated risk on the part of would-be applicants. The only way the Commission can insure that attempts to pervert its processes such as those involved here will not be common to the business before it is by making their revealed violation and absolute bar to a grant."

• Public Service Television Inc. emphasized that whatever influence Thurman Whiteside may have exercised over Mr. Mack, it was not as an emissary of the National Airlines' subsidiary. It urged that the Commission find that all of the other three applicants including L.B. Wilson be found guilty of improper activities in connection with the Miami ch. 10 grant. Mr. Whiteside was Mr. Mack's friend. Both are under indictment for conspiracy to defraud the U.S.

• WKAT Inc. made an impassioned plea to judge the activities of its principal, A. Frank Katzentine, as an honorable course designed "to preserve—not destroy—the integrity of the administrative process." The WKAT exceptions stated that Mr. Katzentine's efforts were "to prevent the commission of a crime by urging Comr. Mack to vote on the merits . . ."

In a discussion of the whole question of *ex parte* representations, WKAT pointed to the long known fact of the "looseness and informality of the relationships between parties and Commissioners." It asked that if a strict rule be laid down to penalize such relationships it not be made retroactive.

• North Dade defended its activities as not disqualifying, asked that Public Service and WKAT be completely disqualified from further consideration as applicants in the case. It maintained it had no improper purpose in mind in hiring Mr. Jones, and it also urged that Mr. Jones was not quilty of even "an indiscreet or imprudent act."

• L.B. Wilson took exception to only one element in the examiner's initial decision. It urged that any applicant guilty of improper activities be absolutely disqualified from any further consideration in the case.

FCC shifts procedure

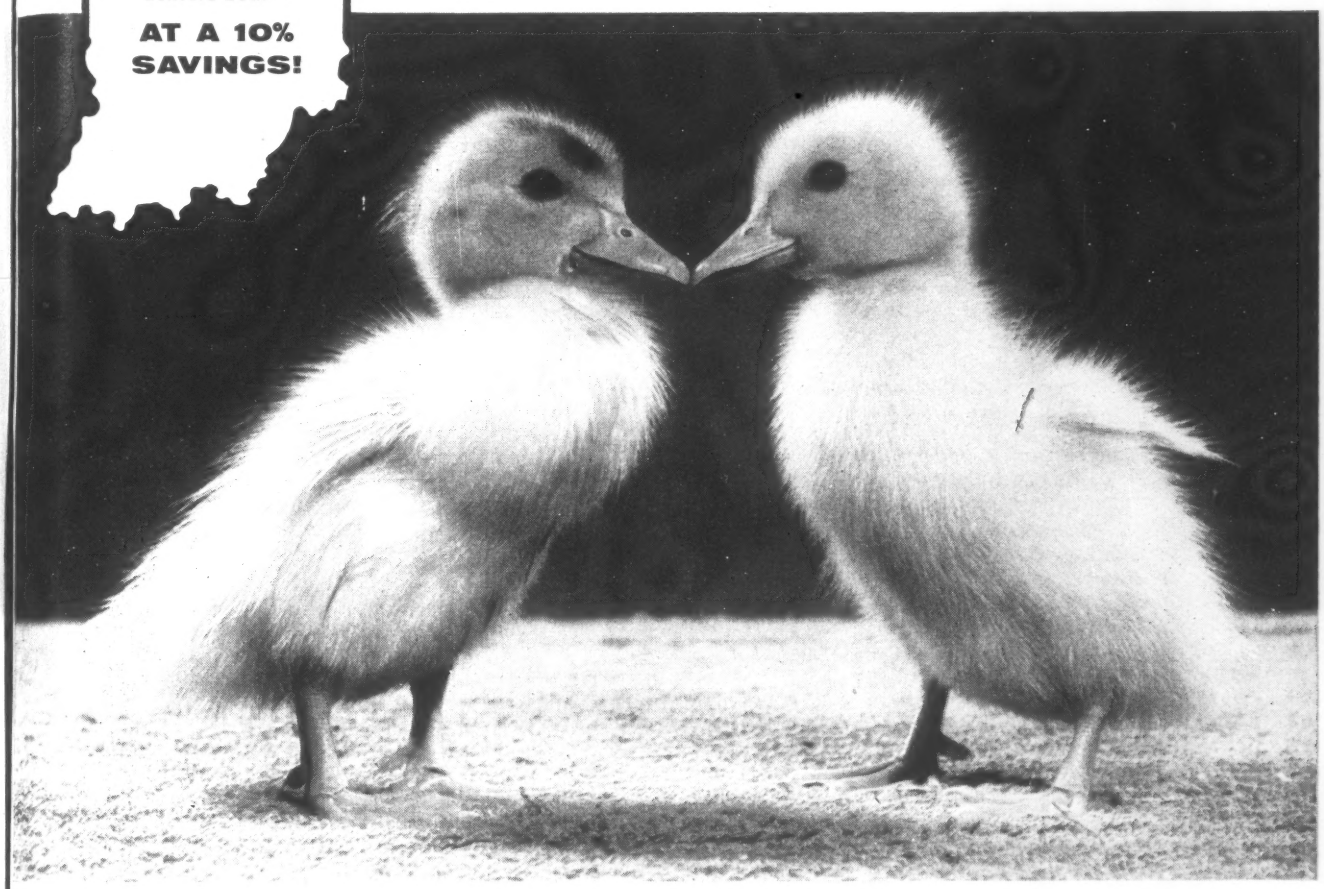
FCC has taken an unusual step disassociating itself from a private agreement containing the usual promise not to compete. In the final order, an-

To sell Indiana, you need both the 2nd and 3rd ranking markets.

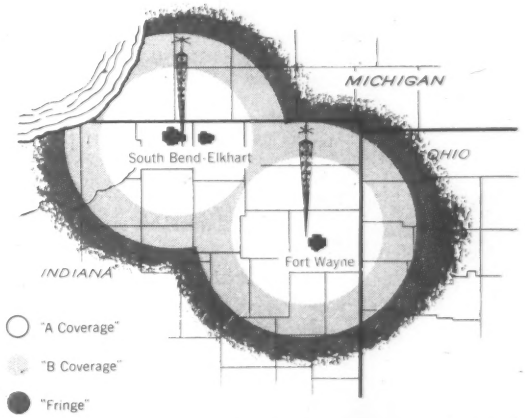
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWIN BILLING in Indiana!



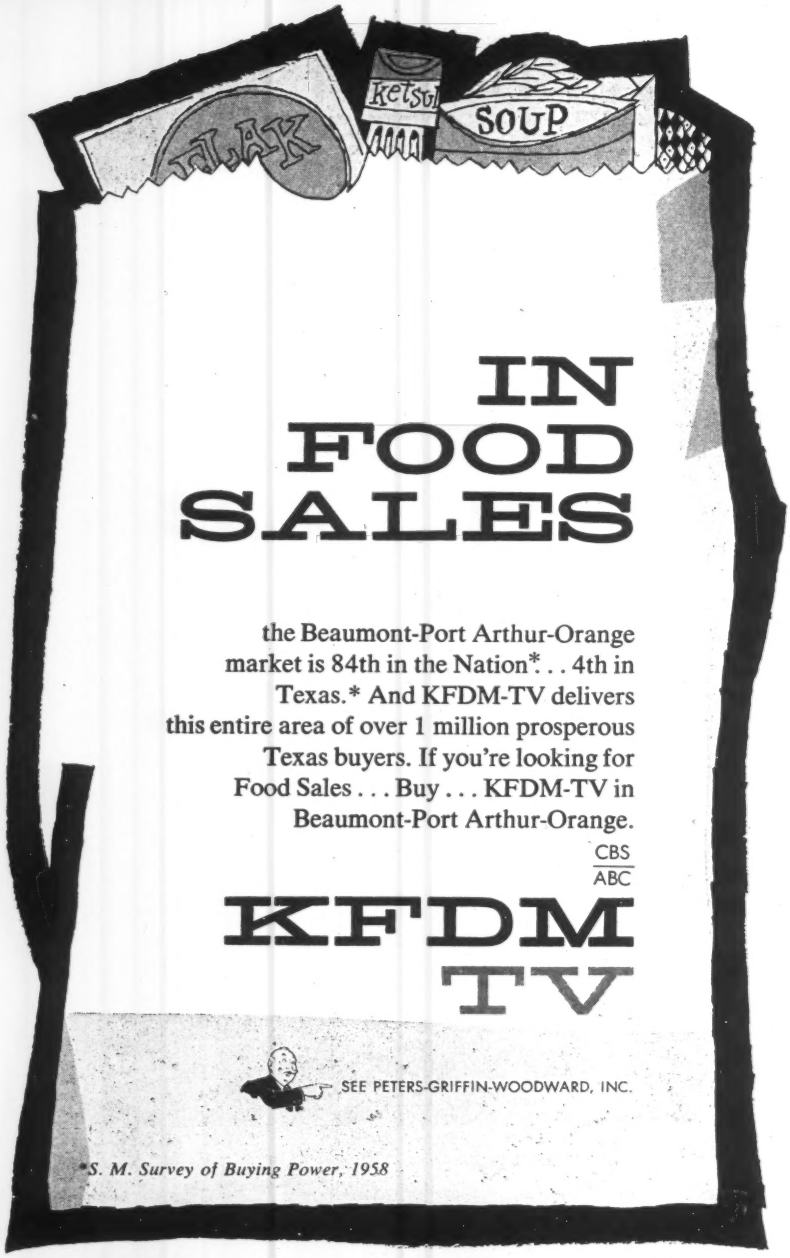
Now, a new, two-station TV buy blankets *both* the South Bend-Elkhart and Fort Wayne markets, plus healthy chunks of Southern Michigan and Western Ohio. Over 1.6 million population—$2.8 billion Effective Buying Income. Alert buyers are covering these rich markets in combination—and saving 10%! They're buying them right along with Indianapolis—thus covering all the best of Indiana from within—with just two buys!



see your **H-R** man soon!

wsjv 28 SOUTH BEND ELKHART

wkjg 33 FORT WAYNE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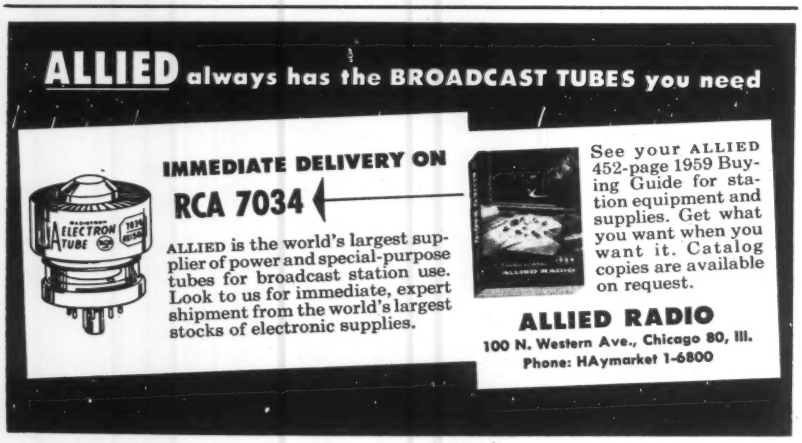
SEE PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958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nounced Jan. 9, the Commission approved a facilities change for WJAZ Albany, Ga., from 1050 kc with 1 kw daytime to 960 kc with 5 kw daytime directional but modified a Nov. 18, 1958 initial decision. The modification said the FCC does not approve an agreement which would limit filing of any application for new or improved service by an applicant in which F. Keith Brown had an interest. Mr. Brown was a principal in an application for 960 kc facilities in Cuthbert, Ga., but withdrew his application and was paid $800 out-of-pocket expenses by James S. Rivers Inc., licensee of WJAZ. The agreement between Rivers and Mr. Brown was that the latter would not enter radio for three years in a 25-mile radius.

Smith willing to talk

Rep. Howard D. Smith (D-Va.), chairman of the House Rules Committee, last week agreed to meet with radio-tv newsmen to discuss liberalization of House rules prohibiting coverage of proceedings and hearings by the audio-visual media.

The meeting was requested by John F. Lewis, WBAL-AM-TV Baltimore news director and chairman of the freedom of information committee of the Radio-Tv News Directors Assn. No date has been set.

Also last week, Rep. Martha Griffiths (D-Mich.) introduced H Res 31, which would permit radio-tv coverage of House committee hearings, and H Res 32, giving all media equal access to House proceedings. Rep. Griffiths sponsored similar legislation in the 85th Congress. The radio-tv ban was ordered by Speaker Sam Rayburn (D-Tex.). It was lifted, however, during the Republican-controlled 83rd Congress.

Nine tax repeal bills

Nine bills were introduced in the House of Representatives last week which would repeal the 10% excise tax on radio-tv sets and/or communications services. All were referred to the Ways & Means Committee.

HR 336, introduced by Rep. Merwin Coad (D-Iowa) would repeal the tax on uhf sets only. Bills which would remove the tax on several items, including radio-tv sets, were introduced by Reps. John Lesinski (D-Mich.), HR 388; Alvin Bentley (R-Mich.), HR 1223, and Isidore Dollinger (D-N.Y.), HR 1909.

Measures to end the 10% stipend on communications were introduced by Reps. Harold Collier (R-Ill.), HR 480; Thaddeus Machrowicz (D-Mich.), HR 560; Keith Thomson (R-Wyo.), HR 667; Victor Knox (R-Mich.), HR 1830, and Edward J. Derwinski (R-Ill.), HR 2163.

NEW BILLS TO EXEMPT SPORTS

Promoters' efforts result in 5 measures to allow television blackouts for sports

Professional sports promoters have unleashed their annual campaign to get sweeping antitrust exemptions from Congress.

Last week a bipartisan group of five congressmen introduced identical bills picking up the shreds of a lost campaign waged by the sports industry at the last session.

Television reporting of baseball, basketball and hockey would be given the same blackout protection as football in areas where home teams are playing. Last year the House passed a bill (HR 10378) that would have completely exempted radio-tv blackouts from antitrust laws but this potential crushing of broadcast reporting died in a Senate subcommittee after the Dept. of Justice and others opposed such commercial liberties. Football's blackouts are supported by a federal court decision.

It was obvious at the weekend that the usual expensive lobbying by promoters and the parades of famous athletes to Capitol Hill would be resumed when committee hearings get under way.

While the new legislation has impressive support, Chairman Emanuel Celler of the House Judiciary Committee took a dim view of the idea and said there will be no early hearings by his committee. "Let the baseball people stew for a while," the outspoken New York Democrat said in expressing his opposition to the measure.

Ford C. Frick, baseball commissioner, voiced his delight at the prospect of antitrust exemptions that would allow television blackouts. "Just what we've wanted for a long time," he observed.

The main broadcast feature of the new legislation is a grant of legal permission to black out telecasts of major-league baseball games in minor-league cities on days when the home minor league team is playing. Mr. Frick suggested this would give minor teams a chance to sell their games to local radio and tv, besides helping attendance.

Blacking out of tv isn't the whole answer to the problem, he said, "but it is about 70% of the answer." He added a new wrinkle by saying that newspapers and radio in minor league cities "tend to cut down on the coverage given to the local team and to give more attention to the major leagues. We have been watching television wreck the minors. If this bill is passed in this form it will help immeasurably."

The television blackout area would extend out 75 miles from cities where games are being played but otherwise tv agreements would be subject to antitrust laws. No exemption would be given sports promoters from antitrust laws in the case of radio coverage, the five representatives said in a joint statement, because there is "no evidence that radio broadcasts affect home teams' gate receipts."

They said the legislation "is absolutely necessary" to end discrimination in sports due to baseball's relative freedom from antitrust laws. The relief, they added, is necessary to save baseball's minor leagues. Some of the restrictive devices in sports are designed to promote competition rather than suppress it, according to their position, but the bill is designed to exempt only sports aspects, not business practices.

Rep. Celler: no hurry for hearings

Representatives who introduced the identical House bills were Francis E. Walter (D-Pa.); William E. Miller (R-N.Y.); William C. Cramer (R-Fla.), Oren Harris (D-Ark.), and John W. Byrnes (R-Wis.).

Rep. Basil L. Whitener (D-N.C.) introduced a bill (HR 2266) granting the four professional sports absolute antitrust exemption.

New Orleans ch. 12 applicants to merge

An agreement providing for a merger between two of the applicants for ch. 12 in New Orleans and withdrawal of the third was reached among the parties, meeting in New Orleans last week. Under the agreement, Supreme Broadcasting Co. (WJMR-AM-FM-TV) will own 40% of the tv facility and the nine partners in Coastal Tv Co. will own the remaining 60% in equal shares.

Oklahoma Tv Corp., licensee of KWTV (TV) Oklahoma City, has agreed to withdraw for $75,000 out-of-pocket expenses incurred in pursuing its application. Oklahoma estimates it actually spent some $95,000.

The FCC, meanwhile, last Tuesday (Jan. 13) authorized Supreme to begin operating WJMR-TV on ch. 13 through Jan. 31 under temporary authorization, following withdrawal of objections by Coastal Tv and Oklahoma Tv. WJMR-TV went on the air the same evening, discontinuing operation on uhf ch. 20, its licensed facility, but not surrendering ch. 20.

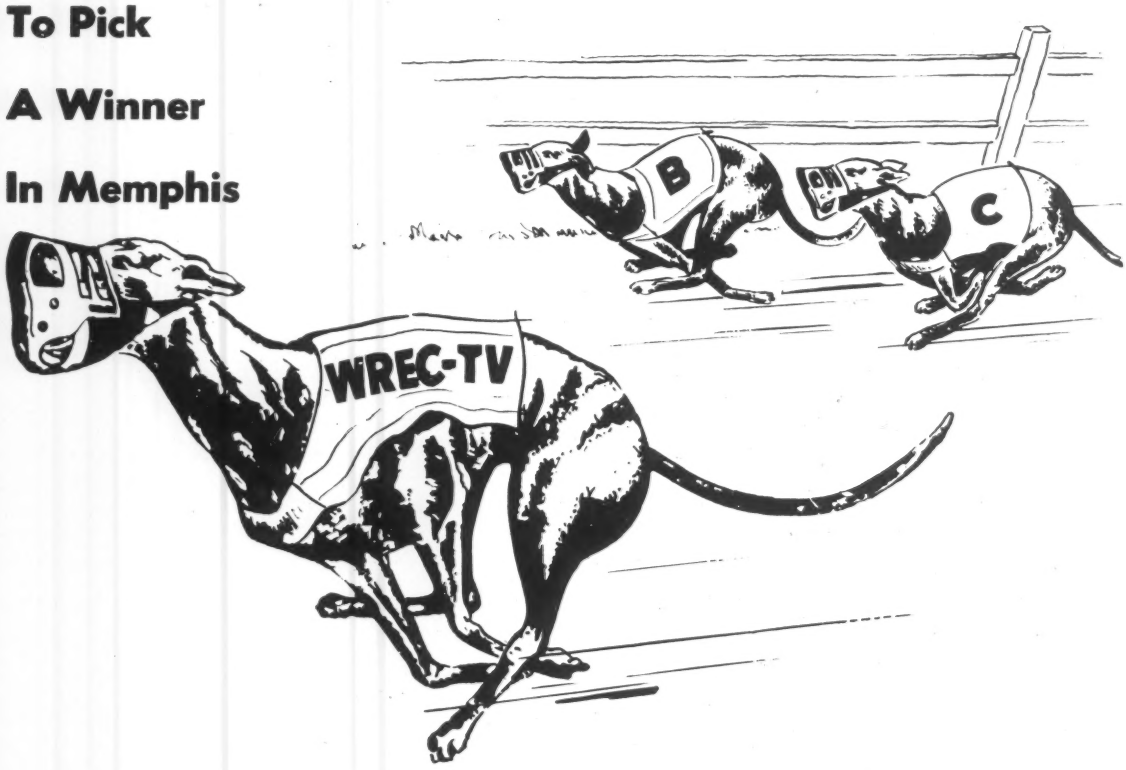
The new corporation will pay $75,000 to Oklahoma Tv and will pay Supreme Tv $350,000 for its present facilities. Supreme had conducted a dual operation on ch. 20 and ch. 12 up to last Dec. 31, telecasting on ch. 12 under an experimental permit from the FCC. WJMR-TV had discontinued ch. 12 operation that date by FCC order, which followed an appeals court remand of the FCC's order denying a request by WJTV (TV) Jackson, Miss., that WJMR-TV be ordered off ch. 12 on grounds it was not a bona fide experimental operation. The WJMR-TV ch. 12 transmitter was operating from a site closer than the minimum mileage separation from WJTV, also on ch. 12.

The FCC proposed last month that the three applicants for ch. 12 in New Orleans use ch. 13 temporarily under a joint operation until the ch. 12 contest was resolved, or until final FCC action on ch. 13, which is in a two-way contest at Biloxi, Miss., where ch. 13 is permanently assigned.

The new corporation will continue to try to get a site closer to New Orleans than the approved one 30 miles south of the city, or try to get agreement from the Airspace Panel of the Air Coordinating Committee for a higher antenna. The New Orleans antenna farm is less than minimum mileage from WJTV.

Supreme's WJMR-AM-FM is not involved in the merger. Supreme is owned by Chester F. Owens (91%), George A. Mayoral (5%) and Flora Shields Owens and Robert E. Jeffers, 2% each. The Coastal Tv partners, each to own 6⅔% of the new corporation, are: William G. Aly, Richard J. Carrere, Frank B. Ellis, George C. Foltz, George E. Martin, Joseph A. Paretti, Chalin O. Perez, John E. Pottharst Jr. and William H. Saunders Jr.

It's Easy To Pick A Winner In Memphis



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse Nov. '58 (Metro Area)	Nielsen Nov. 9-Dec. 6 '58 (Station Area)
WREC-TV	**201**	**293**	**275**
Sta. B	122	96	66
Sta. C	53	29	70

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

FOCUS ON ETHICS

Legislators concerned with official conduct

Ethics of top government officials continued to receive congressional attention last week as several measures were introduced on the subject.

As promised 10 days ago (AT DEADLINE, Jan. 12), Rep. Emanuel Celler (D-N.Y.) introduced HR 2156 and HR 2157 dealing with bribery, graft, conflict of interest and spelling out a code of ethics for federal officials. They were referred to Rep. Celler's own Judiciary Committee.

Rep. Steven Derounian (R-N.Y.) introduced HR 1900 strengthening criminal laws on bribery, graft and conflict of interest. It also went to Judiciary for action. Rep. Charles Bennett (D-Fla.) placed H J Res 35 into the hopper. Referred to the Post Office and Civil Service Committee, it would establish a federal commission on ethics.

HR 708, by Rep. John Baldwin (R-Calif.) is designed to promote ethical standards among members of Congress as well as agency officials. The measure was referred to the Post Office Committee. Rep. William Cramer (R-Fla.) introduced HR 741 prohibiting the use of improper methods to influence agency decisions. The bill, referred to the Commerce Committee, also would repeal the authority of members of the FCC to accept honorariums.

More Hill Activity • Among other bills of interest to broadcasters introduced in Congress last week:

HR 985 by Rep. J. Arthur Younger (R-Calif.) would create a Department on Transportation & Communications with Cabinet rank. It was referred to the Committee on Government Operations.

HR 1977 by Rep. James C. Wright (D-Tex.) would ban the use of subliminal advertising on television; to the Commerce Committee.

HR 2221 by Rep. Eugene Siler (R-Ky.) prohibits the advertising of alcoholic beverages in interstate commerce; to the Commerce Committee.

HR 1977 by Rep. Stewart Udall (D-Ariz.) revises the federal election laws to prevent corrupt practices; to the Committee on House Administration.

HR 593 by Abraham Multer (D-N.Y.) amends the Administrative Procedures Act relating to hearings by agencies and gives the courts broader powers to set aside agency grants; to the Judiciary Committee.

S 156 by Sens. Mike Monroney and Robert S. Kerr (both D-Okla.) authorizes the establishment of an amateur radio network for military communications; to the Commerce Committee.

S Res 23 by Sen. Hubert Humphrey (D-Minn.) authorizes the President to enter into an agreement with Mexico to license alien amateur radio operators who cross the countries' borders; to the Committee on Foreign Relations.

S 186 by Sen. Thomas Hennings (D-Mo.) is designed to clarify and protect the right of the public to information within government agencies; to the Judiciary Committee.

Consolidated rebuts Hawaii sale protest

Consolidated Amusement Co. Ltd., last week asked the FCC to dismiss the protest filed two weeks ago by Harry Weinberg and the 800 Corp. against the Commission's December approval of the sale of Consolidated's 75.45% interest in Hawaiian Broadcasting System Ltd. to Hialand Development Corp. for over $8 million (BROADCASTING, Jan. 12).

Consolidated said the protestants were without standing and objections were based on erroneous information.

Hialand, a group of Oklahoma City businessmen, is paying about $39 per share for Consolidated's stock. Consolidated owns a group of motion picture theatres in Hawaii, as well as its 75% interest in KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku. Hawaiian Broadcasting is 24.55% owned by the *Honolulu Star-Bulletin*.

Mr. Weinberg and the 800 Corp., of which he is president, maintained that the Consolidated properties were undervalued about 12.5%; and that stockholders were not informed of the "agreement" under which J. Howard Worrall, vice president of Consolidated and president of the radio-tv stations, would remain as Hawaiian president-general manager under the new ownership.

In its opposition, Consolidated said that Mr. Weinberg had shown no injury. The valuation of the purchase was fair, Consolidated maintained, because its stock was selling for only $27 per share at present, and had been down as low as $22 per share. Thus, Consolidated said, Mr. Weinberg is receiving approximately $50,000 more for his stock than if he sold it on the open market. Mr. Weinberg is a minority stockholder of the amusement company.

Consolidated declared that all directors voted for the sale, and that if any stockholders are being injured, they would be also. Consolidated also said that the method by which Mr. Weinberg evaluated the property was "fallacious" and "irresponsible."

Consolidated also claimed that there was no "secret" agreement between the buyers and Mr. Worrall. Stockholders were notified, Consolidated said, that the buyers intended to continue the same management.

The Consolidated pleading reported that the company had offered last September to buy the *Honolulu Star-Bulletin*'s 24.45% interest for $650,000. It paid $125,000 for the Mormon Church's 6.7% interest in 1957.

Consolidated said that unless the sale is consummated and assets are distributed to stockholders within one year, the corporation will be penalized by a $1 million liability.

• Government notes

• WTVE Inc., which has held permit for ch. 24 Elmira, N.Y., since 1952—and which operated 18 months in 1953-54—has forfeited its permit. It also withdrew application to change from uhf to ch. 9. Permittee was associated with WROW Albany. Deletion of ch. 24 brings to 212 the number of tv grants forfeited (44 vhf and now 168 uhf).

• Community Broadcasters Assn. has asked the FCC to reconsider its decision of last summer amending its rules to permit Class IV (local) am stations to apply for authorization to increase daytime power from 250 w to 1 kw (AT DEADLINE, June 2, 1958). The initial petition by Community Broadcasters, rejected by the FCC, had requested a horizontal increase in power for Class IV outlets.

• The deadline for comments in the FCC's rulemaking proposal to revise the program sections of broadcast application forms has been extended from Jan. 19 to Feb. 20 at the request of NAB. NAB had asked for a 60-day extension. The FCC in late November issued the rulemaking designed to simplify station record-keeping through revisions in application forms for new stations, license renewals and ownership changes (BROADCASTING, Dec. 1).

• A majority of the Federal Communications Bar Assn. (27 out of 47) has voted to recommend a revision of Sec. 309 (c) of the Communications Act. Vote was taken at the FCBA's Jan. 9 annual meeting in Washington. The revision would allow protests to the FCC against new station applications prior to a grant. The present rule permits post-grant protest.

MGM READIES HEAVY FILM BARRAGE

Heightened television activity including seven new half-hour pilots about to start, to be guided by production boss Siegel

The lion now is roaring for that tv feast.

MGM's long-expected plunge into the medium with all four paws is a reality, as of last week's announcement by Loew's Inc. (MGM's parent).

This month and next, said Loew's, its mammoth Culver City (Calif.) studio will be filming seven tv film half-hour pilots, apparently all of them planned for the next (1959-60) season.

MGM-TV now has two tv series on the air (both NBC-TV): *The Thin Man* and *Northwest Passage*.

At the same time, MGM followed up the departure of Charles C. (Bud) Barry, former vice president in charge of all tv activity, to head the NTA Film Network as president (WEEK's HEADLINERS, Jan. 12), with a new tv organizational set up.

Siegel Takes Over • From now on, tv will be not distinct from theatrical film production at Metro-Goldwyn-Mayer. The production boss at MGM—Sol C. Siegel—takes over television as well (see WEEK's HEADLINERS, page 10), and, says MGM-TV, the tv program to be developed will be "big-scale."

While all tv production now comes under the studio wing, distribution and sales will be a cohesive unit though separated from production. Mr. Siegel will decide what product to make and then go ahead and produce it, but will leave the selling up to somebody else at MGM.

This in effect brings tv into line with the traditional motion picture way of doing business. Production is the term used for the turnout of both theatrical and tv film; release and distribution in feature film are known in tv more specifically as distribution and sale.

MGM was one of the last of the Hollywood majors to rub shoulders with television. By 1957, it was on the run, planning the production of pilots, setting up a tv commercial production unit and even preparing to buy into tv stations.

Small Flame • Not all of these plans bore fruit. MGM didn't quite catch fire with tv film (only two sales to date) and it soon aborted its attempts to acquire additional interests in stations. But its production of tv commercials appeared successful.

Most of its influence in tv, however, was felt in the release for sale to tv of its feature film library, sales of which initially boomed and have continued.

Another tv-oriented activity at MGM

Leo: to roar louder for tv

is the use of its facilities by outside television producers. MGM says independent tv production at its studios is at an alltime high with 10 series and pilots either before the cameras, completed or in preparation.

Top management at Loew's has been known to be ready for some time to trot Leo into the tv arena. But the move was delayed by corporate headaches caused by a tug-of-war over control, the ticklish question of how to separate the studio from the theatres (the courts ordered divestiture and a legal wrangle then ensued on which arm would assume a long-standing debt) and the most important drag of all, the fantastic decline in studio revenues.

Now most of the smoke hazing these issues has cleared. The battle over control has faded sharply, the studio seems to be pulling itself up at least for the present and the separation proceedings are well underway.

Maibaum's Blueprint • Richard Maibaum, executive producer of MGM-TV (who reports to Mr. Siegel), had supervised preparation of the seven series being proposed and for which pilots will be filmed.

Pilots are being shot for the following: *Father of the Bride* (Jim Backus as star, Al Lewis will produce), a romantic comedy; *Jeopardy* (produced by Andrew and Virginia Stone with filming on location), a suspense format; *The McGonigle* (Mickey Shaughnessy as star, Harry Joe Brown to co-produce), adventure comedy; *Johnny Eager* (produced with Wilber Stark and Jerry Layton), action-adventure; *You're Only Young Once* (Dean Jones is the star), a romantic comedy; *Amigo* (Gilbert Roland stars and Don Siegel produces), action-adventure, and *Maisie* (Janis Paige to star and Tom McKnight to produce), a romantic comedy.

Profit and Loss • In Loew's report for fiscal 1958 ended last Aug. 31, the company showed a $774,000 profit that contrasted with a net loss of $455,000 for the year before. Also for that period, income from tv was at the $12.6 million level as against the $5.4 million bracket the year before. Gross income in fiscal 1958: $152.2 million compared to the preceding year's $154.3 million. (The apparent conflict of earnings going up even as gross income declined is resolved in two significant moves made by Loew's in recent years: [1] cost-cutting and reduction of such overhead as top-heavy salaries and the carrying of long-term contracts which were not being put to use anymore, and [2] institution of new accounting system.)

Tv revenue appears small when compared to the total gross but it has been bringing in an ever increasing share of income; Loew's also has revenues from other sources besides motion picture production: operates WMGM New York, theatres here and in Canada, records and music publishing.

CALL GIRL SEMINAR

CBS Radio to probe unseemly enterprise

Millions of Americans are going to be struck dumb tonight (Jan. 19).

They're the people who tune in CBS Radio's *The Business of Sex*, a Unit One documentary which tells how the oldest profession plays a major role in contemporary American business life. It's a safe bet many of that audience won't believe their ears.

Edward R. Murrow narrates the documentary, weaving in the voices of call girls and their clients from coast to

Air Express stars in low cost shipping

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HOLLYWOOD to EL PASO	701	5.15	3.39 to 7.40
COLUMBUS to TAMPA	899	6.11	.59 to 10.13
ATLANTA to GALLUP, N. M.	1421	8.51	1.20 to 11.83

Apply these typical examples to your shipping problems

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Jack Masla

National Representative

Ike sets a precedent • President Eisenhower conducted the first live radio-tv presidential news conference Jan. 13 at a National Press Club luncheon in Washington. At President's left: Wilton B. Persons, assistant to the President, and William H. Lawrence, *New York Times*, president-elect of the press club.

NBC-TV and CBS-TV plus all four radio networks broadcast the question-answer conference to the world as the President made international headline news. ABC-TV carried the conference delayed (9:30 p.m.) via vtr. Questions were submitted in writing by luncheon guests and read to the President by John V. Horner, *Washington Star*, club president.

The live broadcast was unprecedented but did not set a pattern for regular presidential news conferences, according to James C. Hagerty, White House news secretary. Normally the President's news sessions are filmed for tv and taped for radio and broadcast on a delayed basis. The pooled pickup at the Press Club utilized three live and five film cameras, lasting from 1 to 1:50 p.m. A Press Club membership was presented to the President.

coast. They tell how: a girl can make $50 an hour rather than $40 a week; some firms have an A and a B list of call girls, depending on the client involved, and others publish catalogs with pictures and specifics; a few hundred dollars expended in entertaining a client for the night can bring in a $60,000 contract the next morning; a male prostitute can swing a $2-$3 million contract for a chemical company which had to do business with a woman executive; a call girl in Las Vagas can persuade a heavy winner to go back to the tables so the house can take another crack at him—and make him like it; a deal can backfire if the client doesn't like the service; prices can range from $25 for a 15-minute visit to $1,000 for a weekend; business can be so brisk that some girls dispense with on-the-spot payment, submit monthly statements.

The size of the business attests to its success. The men who use the call girls to smooth the way with their clients are convinced of the technique's usefulness. "How intimate can you get with a client?" they ask, pointing out that after a client knows you know what his wife doesn't know, he's going to do everything in his power to swing deals in your favor. They don't call it blackmail, but they recognize the weapon and let it work for them.

Irving Gitlin, director of public affairs for CBS, thinks the program testifies to a growing maturity of broadcast audiences—a statement he may have cause to reflect on tomorrow. CBS had already received 500 letters last week asking that the program not be aired, these just on the basis of advance notices. The department is braced for the reaction.

Although the program is admittedly controversial, CBS denies that it's "sensational," pointing out that the material was edited to the business aspects of prostitution, and that the more basic sexual elements were avoided. Not that they weren't available; CBS producers found many call girls eager to talk about their experiences, in fact wanted to be heard. One even suggested calling a press conference to bare her story.

The program also includes commentary on the subject of prostitution in business by Dr. Harold Greenwald, psychiatrist and author of a book on call girls; anthropologist Margaret Mead, and Father Benjamin Masse, S.J., associate editor of *America*, a Catholic weekly. The show was produced by George Vicas, with William Geib and Madeline Karr as associate producers. It was one year in research, three months in production. Air time for the network origination is 9:05-10 p.m.

Mr. Murrow, whose famous program close is "good night and good luck," altered that phrase for this occasion. He simply says "good night."

New CBS Films unit

Elimination of CBS Television Enterprises by absorbing the unit within the newly-created licensing department of CBS Films was announced last week by Sam Cook Digges, recently-appointed administrative vice president of CBS Films. With Sales Manager Murray Benson being named director of the new

licensing department, it was noted that the department "will maintain contracts currently in effect and will, in general, expand the overall operation aiming at quality producer licensing." In addition, Mr. Benson's group will complete an agreement with CBS-TV for the handling of network product.

Mr. Benson succeeds Syd Rubin, resigned. A former announcer-turned-staff-producer-director for NBC-TV, Mr. Benson in 1952 became public relations director of Kagran Corp., NBC merchandising arm which later was absorbed by California National Productions subsidiary. In 1956 he joined Martin Stone Assoc., packager, and in December that year he moved to CBS Television Enterprises.

RTDG, networks heed writers' plea to talk

A breakdown in negotiations between the radio-tv networks and the Radio & Television Directors Guild was averted —at least temporarily—last Thursday when the Writers Guild of America (East) persuaded both groups to resume talks last Friday (Jan. 16) at WGAE offices in New York.

The contract between RTDG and the networks expired on Dec. 31 and the deadline was extended to last Wednesday midnight (Jan. 14). Negotiators met in a late evening session on Wednesday, failed to reach an agreement, but scheduled no subsequent meetings. RTDG held a membership meeting after midnight, discussing the status of negotiations and mulling the possibility of a strike.

Last Thursday, Evelyn F. Burkey, executive director of WGAE, telephoned officials of the guild and the networks, urging them to "keep talks open." She persuaded both factions to meet on Friday under WGAE auspices. Miss Burkey later told BROADCASTING that "as long as people keep talking, there is hope of ironing out the difficulties they have."

Neither the union nor the networks would discuss the areas of conflict. It was reported that negotiators were "far apart" on wage provisions and the RTDG also objected to the use of non-union directors by advertising agencies on programs produced by them for telecasting on the networks.

The guild represents 900 employes at NBC, CBS and ABC (Mutual has no staff directors) in New York, Hollywood, Chicago and Washington. Job classifications cover directors, associate directors and stage managers.

The present weekly scale ranges from $127 up to $180 weekly. It was said that RTDG was seeking increases in some areas that would raise wages by more than 40%.

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The $3 BILLION GOLDEN CIRCLE
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* Pulse—Feb., 1959

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

A television fan is born

Deputy premier: curtain-raiser on KTTV (TV)

U.S. television took high priority for USSR Deputy Premier Anastas Ivanovich Mikoyan last week on an itinerary crowded with dates at the White House, State Dept., stores, banks, universities and other points of interest across the land.

The No. 2 man of all the Russians stopped in Chicago to tour NBC-TV color studios and to observe: "Competition in color television is much better than in the arms race."

Soon afterward, he made his American tv debut over KTTV (TV) Los Angeles. And back in Washington yesterday (Jan. 18) he appeared on network tv in *Meet the Press*. An hour was cleared for what ordinarily is a 30-minute program. The audio was broadcast over the NBC Radio network.

On his stop in Chicago the deputy premier was shown around NBC-TV's studios in the Merchandise Mart by Lloyd E. Yoder, network vice president and general manager of WMAQ-WNBQ (TV) Chicago, and Edward R. Hitz, vice president in charge of the central division's tv network sales (see below).

Later on the coast, newsman Paul Coates of KTTV snagged the Soviet visitor for a 25-minute taped interview Jan. 12. It was his introduction to videotape. Mr. Mikoyan turned down a movie showing by Motion Pictures Producers Assn. to see himself on tv that night. Stations around the country quickly ordered copies of the tape, which was re-run twice by KTTV (see story on KTTV syndication at right).

The local debut turned out to be a prelude to Mr. Mikoyan's appearance on a nationwide hookup last night when he reported to producer Lawrence Spivak in NBC-TV Washington studios to *Meet the Press* on a nationwide hookup, 6-7 p.m. EST (radio version 6:30-7:30 p.m.).

In Chicago: with NBC's Yoder (l) and Hitz (r)

KTTV enterprise pays as Mikoyan shows up

The KTTV (TV) Los Angeles videotaped interview with Russian Deputy Premier Mikoyan (see this page) was played daily around the U.S. the better part of last week. As of Thursday (Jan. 15), 16 stations had bought copies from KTTV. The originating station replayed the video tape Tuesday and Wednesday following the original broadcast Monday night (Jan. 12).

To engage the Russian, KTTV's Paul Coates started working long in advance with the Russian Embassy in Washington. He kept pressing as the Mikoyan party crossed the country, finally hitting paydirt in San Francisco where an aide promised to call Mr. Coates when they arrived in Los Angeles Sunday evening (Jan. 11).

The aide followed through, and after Mr. Coates rushed a copy of proposed questions to Mr. Mikoyan's hotel, a Monday 5 p.m. tape date was set. Monday afternoon, the deputy premier postponed the session until 8:30 p.m. Mr. Coates figured the show was dead and taped a "protection" show. But at 8 p.m., instead of a cancellation call, the motorcade swept into the KTTV lot, trailed by some 50 newsmen. And so, after discussing the questions and explaining what videotaping meant, the show was taped for telecast that night at 10:15-10:40 p.m.

Earlier KTTV claimed a news beat on Mr. Mikoyan's Southern California arrival. Several hundred newsmen awaited the plane at Los Angeles' International Airport Sunday evening (Jan. 11), but fog prevented a landing. Meanwhile, KTTV sent a second extra remote crew to Burbank, Calif., and was waiting when the plane landed there.

Tv boxing to go on, IBC's Gibson declares

Weekly fight telecasts on ABC-TV and NBC-TV will continue to adhere to the same pattern, despite Supreme Court action last week ordering dissolution of the International Boxing Club in New York and Illinois, IBC President Truman Gibson said last week.

He told a Chicago news conference the *Wednesday Night Fights* and Gillette's *Cavalcade of Sports* Friday series will continue on the air through September and July, respectively, under present agreements. They will be promoted by separate corporations or independent promoters, he said.

"There is no problem connected with the Wednesday series," he reported. "Tel-Radio Corp. has a contract with

the Chicago Stadium Corp. to televise the Wednesday night fights." He added, "There's no question that the Friday series also will be continued through the Madison Square Garden Corp. or a subsidiary." He noted the latter series involved contracts with NBC, Gillette, the Garden and IBC.

Mr. Gibson estimated sponsor costs of $5-7 million for the Gillette series and "slightly less" for ABC-TV's Wednesday night telecasts.

Other comments last week on the continuance of televised boxing seemed to support Mr. Gibson. "The fights will go on as scheduled, barring unforseen legal developments," commented Ned Irish, executive vice president of the Madison Square Garden Corp. Bill Whitehouse, sports director of ABC, said he saw "no reason why we cannot continue the Wednesday night fights under our present contract." Tom Gallery, NBC sports director, said the network "merely sells the time" for the Friday night boxing telecasts, as the contract for the presentations are between the IBC and sponsor Gillette Co.

A spokesman for the Gillette Co. in Boston told BROADCASTING: "So far as we know we will stay on the air with the Friday night fights with NBC-TV at least until June when the contract expires. No one has come to us and told us to make other arrangements. As for the future, we will make plans as we go along."

The Supreme Court's 5-3 split decision upheld a lower court antitrust judgment against IBC, including all parts of the lower court's decree to dissolve the monopoly. Justice Tom C. Clark delivered the majority opinion. Justice John M. Harlan spoke for the dissenters. Justice Potter Stewart did not participate.

The action of the high court spells the end of the era in which James D. Norris, Arthur M. Wirtz and the IBC in New York and Illinois controlled championship boxing in violation of the Sherman Antitrust Act. New York Federal District Judge Sylvester J. Ryan issued the original court decree in 1957.

Networks-AFM huddle

The American Federation of Musicians opened negotiations with the radio-tv networks last Thursday (Jan. 15) on a new contract to replace the current five-year pact that expires on Jan. 31 midnight. The union presented its contract proposals to the networks. A session is scheduled for tomorrow (Jan. 20). Neither the networks nor the union would divulge the nature of AFM's proposals. AFM last week won a new five-year contract from major recording firms (AT DEADLINE, Jan. 12).

ASCAP PARLEYS STAY STALLED

All-Industry committee to go to court

Hope for resumption of negotiations between ASCAP and the All-Industry Radio Music License Committee flickered briefly last week, but went out.

After a session with ASCAP representatives Thursday morning (Jan. 15), the first since negotiations for new local radio music licenses foundered Dec. 4 (BROADCASTING, Dec. 8), Chairman Robert T. Mason of the All-Industry committee reported that the further "efforts to reach an amicable settlement . . . proved fruitless and the negotiations broke down."

Mr. Mason, of WMRN Marion, Ohio, said that in the Thursday meeting "both parties again explored possible areas of settlement but it rapidly developed that the parties were so hopelessly apart that no further purpose would be served by continued negotiation."

Earlier Breakdown • The earlier negotiations for new licenses to replace those that expired Dec. 31, 1958, broke down when the All-Industry committee, pushing for reductions in fees, was told by ASCAP authorities, according to participants, that the only way stations would get lowered charges would be by going to court. A consent decree signed by ASCAP provides for the court to determine "reasonable" fees if stations and ASCAP cannot agree.

In a session last Wednesday Mr. Mason's committee had reaffirmed its earlier decision to take the court route. One more effort to work out an amicable settlement was made by Emanuel Dannet, counsel to the committee, in a telephone call to Herman Finkelstein, ASCAP counsel, and the Thursday session was set up. When that failed to hold out hope, officials said they had no plans for further meetings.

Mr. Mason and members of the executive committee are scheduled, however, to meet Thursday (Jan. 2) with officials of Broadcast Music Inc. to discuss replacements for the BMI radio music licenses that expire in March. It is generally expected that BMI will offer renewals of the present licenses for the normal term of five years. BMI local radio music licenses follow a sliding scale up to 1.2% of net time sales.

ASCAP's local radio fees, for blanket licenses, under the old contract were 2.25% of net time sales for commercial programs, plus sustaining charges based on station business volume. In a letter to stations whose licenses expired Dec. 31, ASCAP outlined a system of charges higher than the old rates in all cases—and in some cases more than twice the old—as terms which it considered "reasonable," but said it was willing to extend the old contract for one year (BROADCASTING, Jan. 12).

Among the objectives which the All-Industry committee has sought are elimination of the sustaining fee, reduction of the commercial fee, "substantial" talent deduction and that "the industry be offered a per-program license which would enable stations to make a genuine economic choice between a blanket and a per-program license."

New Exchange • To stations which had not answered ASCAP's letter outlining its version of "reasonable" rates but offering to extend current contracts one year, the society has sent new letters asserting that they have not replied regarding the terms on which ASCAP "is prepared to license you." These brought a quick reply from the All-Industry committee to the effect that, under the ASCAP consent decree, stations which have asked for ASCAP licenses are in fact licensed and free to use ASCAP music while terms are being decided.

ASCAP authorities meanwhile estimated that about 2,000 stations had applied for licenses and that about 1,000 of these had signed one-year renewals of the old contract. Another 1,000, they estimated, have licenses which did not expire Dec. 31.

Members of the All-Industry group at Thursday's meeting with ASCAP were Chairman Mason; Richard D. Buckley, WNEW New York and Metropolitan Broadcasting; Robert D. Enoch, WXIW Indianapolis; Elliott M. Sanger, WQXR New York; Calvin Smith, KFAC Los Angeles, and Mr. Dannett. ASCAP was represented by President Paul Cunningham, Oscar Hammerstein II, Jules Collins, George Hoffman, Richard Murray, Herman Starr and Mr. Finkelstein. *(Also ASCAP story, page 70).*

Roach gets Guild stock

Guild Films Co., New York, reported last Thursday (Jan. 16) that the company is acquiring the negative rights to five tv film series from Hal Roach Productions, Burbank, in return for stock in Guild, cash and notes. The series are said to have production value in excess of $3 million.

John Cole, Guild president, denied reports that Roach is obtaining "control" of Guild. He said that Roach, through the transaction, "becomes a shareholder but not even a minority shareholder of Guild." The five series Guild is acquiring are: *The Veil, Passport to Danger, Code 3, Racket Squad* and *Telephone Time.*

Look who's advertising on TV now!

Local businessmen – most of whom never could afford spot commercials until the advent of Ampex Videotape* Recording. For tape cuts production costs to ribbons – brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

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professional products division

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COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

On NBC-TV:

Jan. 19-23, 26-28 (2-2:30 p.m.) **Truth or Consequences**, participating sponsors.
Jan. 19-23, 26-28 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.
Jan. 19, 26 (10-10:30 p.m.) **Arthur Murray Party**, Lorillard through Lennen & Newell.
Jan. 20 (8-9 p.m.) **Eddie Fisher**, Liggett & Myers.
Jan. 21, 28 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.
Jan. 21, 28 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.
Jan. 22 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.
Jan. 22 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.
Jan. 23 (7:30-8 p.m.) **Northwest Passage**, sustaining.
Jan. 23 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.
Jan. 24 (8-9 p.m.) **Perry Como**, participating.
Jan. 25 (7:30-8 p.m.) **Music Shop With Buddy Bregman**, sustaining.
Jan. 25 (8-9 p.m.) **Steve Allen Show**, Polaroid through Doyle Dane Bernbach, Greyhound through Grey and du Pont through BBDO.
Jan. 25 (9-10 p.m.) **Dinah Shore**, Chevrolet through Campbell-Ewald.
Jan. 26 (7:30-8:30 p.m.) **Bell System Science Series**, Bell Telephone through N. W. Ayer.
Jan. 27 (8-9 p.m.) **George Gobel**, RCA through Kenyon & Eckhardt.
Jan. 28 (10-11 p.m.) **An Evening With Fred Astaire** (repeat), Chrysler through Leo Burnett.

SEG asking for more

Substantial increases in minimum scale for extra performers, plus paid vacation, tv residuals and a health, welfare and pension plan are asked by Screen Extras Guild in its proposals to the producers of theatrical motion pictures and tv films for a new agreement to replace the one expiring April 1. Terms of the present contract require SEG to submit proposals for changes at least 90 days before the expiration date.

In pay proposals, SEG asks for abolition of present scales of $20.43 for stand-ins and $22.05 for midgets and general extras, with a new minimum wage of $35 a day set for both groups, a 71.3% boost. For dress extras and straight riders, who now get $29.04, SEG proposes a 44.6% increase to $42 a day, with similar raises in other categories. The guild is asking that registered extra players be given vacation pay on the same percentage basis as that paid to other daily employes in motion pictures. SEG is now part of the general motion picture industry pension plan but is seeking a new one more suitable to extras, according to H. O'Neil Shanks, SEG executive secretary.

GOP given pitch on convention site

Radio and tv will make their big pitch to Republicans this week in favor of selection of a common site with Democrats for their respective 1960 presidential nominating conventions. Sig Mickelson, vice president in charge of CBS News, will speak in behalf of the networks to the GOP site committee at 5 p.m. Friday (Jan. 16) in Des Moines. The site unit reports to the National Committee on Jan. 22-23 during the five-day GOP gathering.

Meanwhile, the Democratic National Committee's site committee met last Friday-Saturday (Jan. 16-17) in New Orleans and was to have made its decision on recommendation of a site on the second day. The site group is scheduled to make its recommendations to the parent Democratic National Committee at a meeting in Washington Feb. 27, but Sam Brightman, Democratic public relations director, said he felt the site group ought to make known its recommendations immediately because news of it would "leak out, anyway" before Feb. 27.

Representatives of the site committees of the two parties met in Washington shortly after Mr. Mickelson addressed a Democratic meeting there last month (BROADCASTING, Dec. 8, 1958) and listened with sympathy to Mr. Mickelson and other spokesmen from radio-tv and other media. At Mr. Mickelson's request, Democrats had agreed to postpone recommendation of a site until that joint meeting.

Radio-tv networks, other broadcasters who cover the convention and other media representatives are anxious for the two parties to hold their conventions in the same city because of the confusion, pressure and expense of shifting men and equipment from one city to another as was the case during the 1956 Democratic (Chicago) and GOP (San Francisco) conventions.

Sayre voted SEG head

Jeffrey Sayre, first vice president, Screen Extras Guild, has been elected president by the union's board to serve until the annual election of officers in May. He succeeds Franklyn Farnum who resigned because of his feeling that "younger blood is needed in the presidency in the approaching contract negotiations" with motion picture producers. Present contracts expire April 1. Mr. Farnum remains as a member of the SEG board and of the executive committee. The board also named Paul Christo, recording secretary, as first vice president and elected Bess Flowers, a board member, as recording secretary.

10,000 miles away but I'm sold "live"

Captain Fortune
KPIX Television (Westinghouse)

"We taped my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy – and there was no loss in station revenue."

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professional products division

Three to make ready • CBS-TV's videotape half-hour *Face the Nation* tv broadcast interview with victorious rebel leader Fidel Castro had only three minutes rehearsal time, as the above picture shows. Gen. Castro, who a scant five minutes earlier had finished a marathon, 2½-hour interview with Cuban newsmen, appears comparatively calm as Stuart Novins (c), CBS News' regular moderator of *Face the Nation*, apprehensively watches cameras due to go on in 30 seconds, and Ted Ayers (r), CBS-TV executive producer for political affairs, takes last puff at cigarette. Mr. Novins had spent the previous week with the general's mountain guerillas and Mr. Ayers had been without sleep for 36 hours trying to get from Washington to Havana to produce the program, videotaped at 2 a.m. Jan. 10 and aired afternoon and evening the next day. The interview took place in CMQ-TV Havana studios, with Frank Donghi and CBS News' Havana stringer, Roberto Wilkinson, as associate producers. Roberto Miranda directed the Castro interview show.

ABA invited to view media court coverage

Trial judges in Austin and San Antonio, Tex., would like a chance to show the American Bar Assn. how successfully radio, tv and press cameramen can report court proceedings.

All 16 district and county court-at-law judges of the two cities on Jan. 13 signed a petition asking that ABA's special Canon 35 study committee be invited to visit their courts and watch modern reporting techniques. Canon 35 allows only written news reports in courtrooms.

Texas has not adopted Canon 35 but it is the rule of judicial ethics in many states. A 1957 study in Texas by a state bar committee concluded there is no need or demand for adoption of the canon. It recommended against its adoption and the state bar governing board approved the report.

ABA's Canon 35 study committee was appointed at the association's Los Angeles convention last summer. In Texas, radio and tv coverage of trials is taken for granted.

In a letter to Leo Brewster, of Fort Worth, state bar president, the San Antonio and Austin judges asked him to extend the invitation to ABA's committee. "It is our experience," they wrote, "that in addition to helping bring about a better public understanding of the judicial processes, photographic and electronic news coverage affords us the opportunity to give the people a fuller, continuing report of our stewardship of their courts."

Cuban series pitched

Max Cooper & Assoc., Chicago production-public relations firm, has held discussions with the networks, agencies and Desilu Productions on a proposed 26-week *Winter Television Baseball* series of videotaped Cuban League games.

Based on a pilot made last November, Cuban League games would be edited into one-hour videotape recordings and would be offered either to a network or distributor for 26-week exposure during the 1959-60 tv season starting about mid-October. Mr. Cooper reported he already has obtained tv rights to the contests and that actual production would start with the opening of the Cuban Winter League next Oct. 8.

• Program notes

• Mark VII Ltd., North Hollywood Calif., announces plans for the filming of a pilot of a tv newspaper series with a San Francisco background, called *The Black Cat*. Series, revolving around the experiences of an investigative reporter, is scheduled to go into production in early March. Pilot script was written by Otis Carney, who will produce series under supervision of Jack Webb.

• Independent Television Corp., N.Y., in cooperation with Robert J. Enders Productions Inc., Culver City, Calif., will adapt Andrew Tully's *Treasury Agent* (Simon & Schuster, N.Y., 1958) to tv, production slated to begin next month on MGM lot. Series of 39 half-hour telefilms will bring to 26 number of ITC programs available to tv in 1959.

• Signing of 10 radio-tv stations as charter subscribers to new syndicated radio news service from major European capitals announced by International Transmissions Inc., New York. Stations to carry thrice-weekly, five-minute broadcast tapes are WTOP-AM-TV Washington, WIIC (TV) Pittsburgh, WIP Philadelphia, WATV Birmingham, KWK St. Louis, KIOA Des Moines, WOHO Toledo, WEMP Milwaukee, WRFD Worthington, Ohio. News is beamed to New York via radio relay, taped, then sent to client stations by telephone; tv stations carrying service will telecast still photos while audio is "on."

• Television gross income of Walt Disney Productions for the year ended Sept. 27, 1958, totaled $9,949,730, an increase of $1,139,159 over fiscal 1957, according to the company's annual report. Over-all, Disney gross rose from $35,778,242 in 1957 to $48,577,262 last year. Net profit for 1958 was $3,865,473 ($2.51 per share), compared with $3,649,359 ($2.44 per share) the preceding year. Disney President Roy O. Disney stated in his report to shareholders and employes: "Television in foreign countries continues to develop and foreign revenue increased by $630,837 during the year to $1,060,254. We expect a further increase in 1959."

• ABC Films Inc., N.Y., last week made available for sale to stations a group of 35 feature films, produced by the J. Arthur Rank Studios. Titled "Festival 35" the package includes films featuring such motion picture stars as Alec Guinness, Sir Laurence Olivier, Stanley Holloway, Siobhan McKenna, Ian Hunter, David Niven, Margaret Lockwood and Sally Ann Howes.

• Flamingo Telefilm Sales, N.Y., is offering a 39-episode, half-hour tv film

series, *Deadline*, for sale to national regional, local advertisers and stations. Dramatic series, based on significant newspaper events, is being produced at the Gold Medal studios in New York by Pyramid Productions, N.Y., with 13 episodes already filmed.

• United Artists Associated, N.Y., reports that its Warner Bros. features have been bought by WROC-TV Rochester, WOR-TV New York, KOMO-TV Seattle, KFSD-TV San Diego, WKZO-TV Kalamazoo, WNEM-TV Bay City, Mich., and WHYN-TV Springfield, Mass. New sales and renewals on *Popeye* cartoons were made to WRVA-TV Richmond, WINK-TV Fort Myers, Fla., and WTTV (TV) Bloomington, Ind.

• Production has been launched by Walter Schwimmer Co. on a proposed 26-week *Championship Bridge* film series, with the expectation of a March television debut. The pilot was unveiled in Chicago and put into production at Colmes-Werrenrath Studios in suburban Glenview last week. It will be offered for either network or syndication, with Mr. Schwimmer as executive producer. The series features Charles Goren and other bridge experts, with commentary by Alex Dreier.

• Formation of Daystar Productions Inc. has been announced by playwright Leslie Stevens and talent agent Stanley Colbert, latter resigning from Ashley-Steiner agency to head Daystar. Company will operate as an independent unit for 20th Century-Fox Film Corp., which recently announced $15 million tv production program (BROADCASTING, Dec. 15, 1958). Mr. Stevens has worked closely with the studio's tv production head, Martin Manulis, during the latter's tenure as top man on CBS-TV's *Playhouse 90*. Daystar plans to produce at least six series for 20th Century-Fox.

• Association Films Inc. is again making available at no cost a 15-minute documentary, *Helping the Taxpayer*, produced jointly at AF with U.S. Internal Revenue Service and American Institute of Certified Public Accountants. Free-loan prints may be ordered from AF tv film exchanges at Broad & Elm Sts., Ridgefield, N.J.; 561 Hillgrove Ave., LaGrange, Ill.; 799 Stevenson St., San Francisco, and 1108 Jackson St., Dallas.

• Ziv Television Programs is shooting *Moon Probe*, a series starring William Lundigan that dramatizes America's efforts to explore space. Produced in cooperation with the Dept. of Defense, the Air Force, Army and Navy, the series is being filmed at Edwards Air Force Base in California.

COMPLETE CONTROL FROM STUDIO

GATES "AUTOMOTE"

This new automatic single microphone remote amplifier allows complete control from the studio, and by a large neon pilot light on the front of the cabinet the artist can tell when he is on and off the air. The basic use of Automote as a remote amplifier means better broadcasting through positive cue and no dead air, especially in places where listening on headphones for cue is clumsy, such as churches, ballrooms and noisy sports areas. Also, for the hidden studio around the corner from the control room, the Automote becomes an excellent microphone preamplifier with inbuilt warning light—or—when tape recorders are located in a room blind to the studios, Automote is used as a complete microphone amplifier and warning light that tells the artist when the recording engineer is ready.

Automote is 100% transistorized and will operate for 80 hours on a set of inexpensive batteries equal to 320 fifteen minute broadcasts. All controls and terminations are inside the cabinet which is provided with lock and key.

Write today for Bulletin No. 158, describing each outstanding feature of this sensational automatic remote amplifier.

GATES—Leader in Creative Engineering

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

FATES & FORTUNES

Advertisers

• LESLIE E. PARKHURST, v.p. in charge of marketing of A-S-R Products Corp., N.Y., makers of Gem razors and blades, promoted to executive v.p. and director of corporation.

• ROBERT SMALLWOOD, recently-retired board chairman, Thomas J. Lipton Inc., re-elected board chairman, Tea Council of U. S. A. Inc., which spends all of its multi-million dollar advertising appropriations in broadcast media through Leo Burnett Co. Mr. Smallwood also is director of Lever Bros. Co., and advisor to parent Unilever Ltd., London, and Dutch affiliate, Unilever N. V., Rotterdam.

• JEROME H. GORDON, formerly with Kenyon & Eckhardt, N.Y., to American Safety Razor Products Corp. as v.p. in charge of marketing.

• M. FRANK CUMMINGS, controller of General Foods' Jell-O division since 1957, appointed assistant controller of GF.

• OLIVER THAYER, formerly brand advertising manager of Max Factor & Co., Hollywood, to Purex Corp., South Gate, Calif., in similar capacity.

• JOHN W. ANGUS elected v.p. of Dolcin Corp. (Dolcin, package drugs), N.Y.

• THEODORE BRAUDE, previously with Joseph Katz agency, to Exquisite Form Brassiere Inc., N.Y., as director of sales promotion and advertising.

Agencies

Mr. Roberts

• DARRELL C. ROBERTS, executive assistant to Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich., and former New York office manager and Pontiac Div. (GMC) account executive, named administrative v.p. of MJ&A.

• CHARLES M. STORM, 68, formerly chairman of executive committee of Storm & Klein, which merged in 1955 with Emil Mogul Co., N.Y., died Jan. 12 in New York after long illness. Mr. Storm entered advertising firm founded in 1888 by his father, late Jules Philip Storm.

• WIRT MCCLINTIC MITCHELL, v.p., Geyer, Morey, Madden & Ballard Inc., N.Y., and formerly head of creative activities, Geyer Adv., named chairman, creative plans board, GMM&B.

Mr. Smith

• RALPH T. SMITH, v.p. since 1951 and v.p. in charge of operations since last July, and RICHARD D. WYLLY, v.p. and creative head since 1957, elected directors of Sullivan, Stauffer, Colwell & Bayles, N.Y.

Mr. Wylly

• RICHARD E. GOEBEL, manager of San Francisco office of Compton Adv. Inc., elected v.p.

• ARTHUR E. TAYLOR, formerly v.p. and account executive at J. R. Pershall Co., Chicago, appointed v.p. in charge of media at Reach, McClinton & Pershall Inc., that city, newly-merged agency. He succeeds HARRY C. PICK, media director, resigned.

• REGINALD L. DELLOW, media director for domestic operations of Grant Adv. Inc., Chicago, elected v.p.

• GERALD PICKMAN, formerly executive assistant to v.p. of Wilding-Henderson, Detroit, marketing-management firm, named director of marketing and research for Kudner Adv., N.Y.

• WILLIAM B. FINKLE, art director, Ritter, Sanford, Price & Chalek Inc., N.Y., named v.p.

• ROY HOWARD LUCE, previously with Ira Rubel & Co., to manager of administration, Fuller & Smith & Ross, N.Y.

• DANIEL LOIZEAUX, formerly creative and art director with Robert Otto & Co., N.Y., to MacManus, John & Adams Inc.'s international department, N.Y., as art director and production manager.

• DR. NORMAN YOUNG, formerly director of advertising, media and statistics, Anahist Co., named research director, Mogul, Lewin, Williams & Saylor Inc., N.Y.; RONALD FRIEDWALD, formerly in media department of Doyle Dane Bernbach, N.Y., appointed print media director to work closely with radio-tv departments; ARTHUR PORETZ, assistant director of public relations, Emil Mogul Co., named p.r. director at MLW&S.

• GEORGE BARRETT, previously with Calkins & Holden, N.Y., and Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan), N.Y., in production capacities, named production manager of Norman, Craig & Kummel, N.Y.

• J. EDWIN JACOBS, formerly on publicity staff of Merchandise Mart, Chicago, appointed director of new public relations division of The Buchen Co., Chicago agency.

• FERDINAND J. WITTINE, formerly with Charles Pfizer & Co., to Burdick & Becker, N.Y., as marketing director.

• WINTHROP S. CLAPP, formerly with American Optical Co., named copy director of L. K. Frank Co., Boston.

• C. RICHARD FORNOFF, previously account executive of Cohen & Aleshire, N.Y., to Marschalk & Pratt, N.Y., in account service division.

• JAMES J. HAYES, formerly with Phil Dean Assoc., N.Y., to BBDO, N.Y., as public relations account executive.

• FRANK O'NEILL, formerly with Kudner, and STEVE MUDGE, previously with Burke Dowling Adams, to D'Arcy Adv. Co., N.Y., as account executives.

• HARRY A. HEBBERD JR., formerly marketing director of Stokely-Van Camp Inc., Indianapolis, to Geyer, Morey, Madden & Ballard Inc., N.Y., as account manager.

• DONALD COLEMAN, formerly account executive at Campbell-Mithun Inc., Minneapolis, to Marschalk & Pratt, N.Y., in similar capacity.

• JACK C. BRUSSEL, formerly account executive and sales promotion director of WJR-AM-FM Detroit, to Cunningham & Walsh, that city, as account supervisor and director of client service.

• SI COLEMAN, formerly with Anderson-McConnell Adv., L.A., to Hollywood office of Lennen & Newell Inc., as creative director. Other appointments: EUGENE DICKINSON, formerly of Robinson, Jensen, Fenwick & Haynes Inc., L.A., to copywriter; OTTERAN HAYES, formerly of Erwin Wasey, Ruthrauff & Ryan, to production service manager; DIANE S. MOFF, promoted to executive assistant, and WILMA WELCH, to administrative traffic manager.

• BRUCE G. DAVEY, advertising manager of Ekco-Alcoa Containers Inc., Wheeling, Ill., to Aubrey, Finlay, Marley & Hodgson, Chicago agency, as account executive, effective Feb. 2.

• HERBERT L. STEINER, formerly with Byrde, Richard & Pound, N.Y., to Zlowe Co., N.Y., as account executive.

• BEN M. REISS, president of Friend-Reiss Adv., elected president of League

Our nation's economy and defense efforts are intimately linked with a sound railroad system. But are the railroads as sound or strong as they could be?

NOTES FOR THE CONGRESSIONAL CALENDAR

Certainly the transportation legislation enacted by Congress last year was a helpful step in the right direction.

But still further legislative action is needed if the railroads are to solve the problems that plague them.

Of the many vital objectives which should be considered, here are several which demand prompt attention:

1. **Removal of obstacles to transport diversification —**
   Railroad taxes help to pay for airports and airways, waterways, and highways. But railroads are not permitted to use these facilities to provide customer services on the same basis as their competitors. *Shouldn't the railroads have this right?*

2. **Repeal of the excise tax on passenger travel —**
   Enacted to discourage travelers during World War II from using overburdened public carriers, the tax—now 10%—is still hindering travel by rail and other for-hire carriers. *Shouldn't it be abolished?*

3. **Repeal of agricultural commodities exemption or extension of the exemption to include railroads and other non-motor carriers —**
   Congress has exempted motor vehicles from regulation when hauling agricultural commodities, but has subjected all other carriers to regulation when they are moving the same commodities. *Shouldn't all...or none...be regulated?*

4. **Realistic revision of tax depreciation policies —**
   Tax policies on depreciation of railroad plant and equipment are a drag on railroad modernization efforts. *Shouldn't these outdated tax policies be changed?*

5. **Imposition of adequate charges for the use of transportation facilities provided at public expense —**
   Railroads support themselves and pay taxes. Yet they have to compete with other forms of transportation that use facilities provided, maintained, and operated by Government with money supplied largely by taxpayers, including the railroads. *Shouldn't these users pay their own costs of doing business?*

Legislative action in these and other areas is necessary if the railroads are to be given the equality of opportunity upon which their future health depends.

Financially sound, progressive, and strong railroads are essential to a dynamic American economy and to our national defense.

ASSOCIATION OF AMERICAN RAILROADS *Washington, D. C.*

of Adv. Agencies, N.Y. New v.p.'s are JAY VICTOR, president, Jay Victor Assoc., and WILLIAM G. SEIDENBAUM, president, William G. Seidenbaum & Co. ARTHUR BANDMAN, president, Arthur Bandman Adv., elected secretary, and TED BERNSTEIN, president, Ted Bernstein Assoc., elected treasurer.

• JAMES A. MILLER, formerly radio-tv director of Joseph Katz Co., Baltimore, appointed v.p. of Applestein, Levinstein & Golnick Adv., that city.

• LOU WILSON, formerly head of own personal management firm in New York, to Ashley-Steiner agency, N.Y. in executive capacity.

• GENE BARNEY joins Bruce M. Radder Adv., Grand Rapids, Mich., as account executive.

• MAIZIE V. ELENZE, formerly with J. Walter Thompson Co., to Street & Finney, N.Y., copy staff.

• JUDY CLAYMONT, formerly with N. W. Ayer, and HILDA KAHN, formerly with Young & Rubicam, to Norman, Craig & Kummel, N.Y., copy staff.

• ANTHONY P. GALLI, formerly with *Sports Illustrated*, to copy department, N. W. Ayer & Son, Phila.; GEORGE P. O'NEILL, previously in sales and promotion department, Armour & Co., to Ayer traffic bureau.

• LORNA SALZMAN, freelance copywriter, to Shaller-Rubin Co., N.Y., copy department.

Networks

Mr. Capstaff

• ALBERT L. CAPSTAFF, director of NBC Radio's *Monitor* and special programs, appointed director of NBC Radio network programs.

• WILLIAM S. PALEY, chairman of board, CBS, has accepted broadcasting industry chairmanship of 1958-59 campaign of Federation of Jewish Philanthropies.

• HOWARD BERK, with information services department, CBS-TV stations division, named director of publicity for CBS owned television stations and CBS-TV Spot Sales.

• JOHN F. LYNCH, with NBC-TV's *Today* program four years, to CBS News as assistant director of public affairs.

• STERLING C. QUINLAN, ABC v.p. in charge of WBKB (TV) Chicago, appointed radio-tv chairman for Observance of Brotherhood Week in Illinois Feb. 15-22.

Stations

Mr. Windsor

• WALTER WINDSOR, v.p. and general manager of KNAC-TV Fort Smith, Ark., goes to KCMC-TV Texarkana, Tex., as general manager, post he held previously from 1954-58. Mr. Windsor succeeds RICHARD M. PETERS, resigned. HARRY HUEY, development director of Don Reynolds broadcast-newspaper interests, adds duties of acting general manager of KNAC-TV. Mr. Huey, formerly manager of KOLO Reno, Nev., also elected v.p. of American Television Co., licensee of KNAC-TV.

• GUSTAV HIRSCH, 82, president of Skyway Broadcasting Co. (WVKO Columbus, Ohio), and electronics engineer who developed tv transmitter that transmitted pictures in Chicago in 1928, died Jan. 7 in Columbus. Mr. Hirsch, retired army colonel, is credited with transmitting first radio message from army transmitter while in Signal Corps.

• CHARLES E. GATES, formerly in advertising department of *Chicago Tribune* and with WGN Chicago since 1940, appointed general sales manager. WILLIAM A. MCGUINEAS, with WGN since 1933, will continue as commercial manager. BEN BERENTSON, manager of station's New York sales office, will be assigned "additional responsibilities," according to WARD L. QUAAL, v.p and general manager of WGN-AM-TV.

• MRS. MARJORIE R. VICKERS resigns as general manager of KPAC Port Arthur, Tex., owned and operated by Port Arthur College. GEORGE CROUCHET, station sales manager, will succeed Mrs. Vickers, who started in broadcasting at KFDM Beaumont, Tex., and joined KPAC in August 1934.

• JACK LOUGHMILLER, merchandising manager of Certified Store Broadcasting of California, to KNX Los Angeles-Columbia Radio Pacific Network as national sales supervisor.

Mr. Bagwell

• KEN BAGWELL, formerly sales manager of KXYZ Houston, now assistant national sales director of WTVJ (TV) Miami (since 1957), promoted to national sales manager of WTVJ. FRANK HOWELL, WTVJ assistant national sales director, elevated to local sales manager. ED RAINEY, administrative sales manager of WTVJ, moves to WLOS-TV Asheville, N. C., as business and credit manager.

Mr. Rich

• ROBERT J. RICH, formerly of WEBC Duluth, Minn., appointed assistant manager of WDSM Superior, Wis.-WDSM-TV Duluth.

• LLOYD E. COONEY, assistant sales manager and director of local sales, promoted to general sales manager of KSL-TV Salt Lake City, Utah.

• JEROME R. REEVES, general manager of KDKA-TV Pittsburgh, affiliate of Westinghouse Broadcasting Co., named Pittsburgh's "man of the year in entertainment" by city's junior chamber of commerce.

• LESLIE G. BIEBL, formerly radio consultant of Ghetia & Brokaw, Cleveland public relations firm and previously program manager of WISN Milwaukee, named executive director of KYW-FM Cleveland.

• THOMAS J. WARNER, general manager of WJLB Detroit, elected v.p.

• JOSEPH WOLFMAN, formerly general manager and v.p. of KCBQ-AM-FM San Diego, to KSON, that city, as sales manager, succeeding DICK MEANS, resigned to join Dick Knoth Adv., San Diego, in executive capacity.

• PAUL B. EVANS, formerly account executive of WINS New York, appointed national sales manager of WIP Philadelphia.

• R. A. DUNLEA JR. elected president of WMFD Wilmington, N.C. Other appointments: GEORGE A. CURTIS, general manager; ROBERT HURLEY, station manager; CLAY MCBRIDE, sales and promotion manager, and ERIC BRUTON, program director.

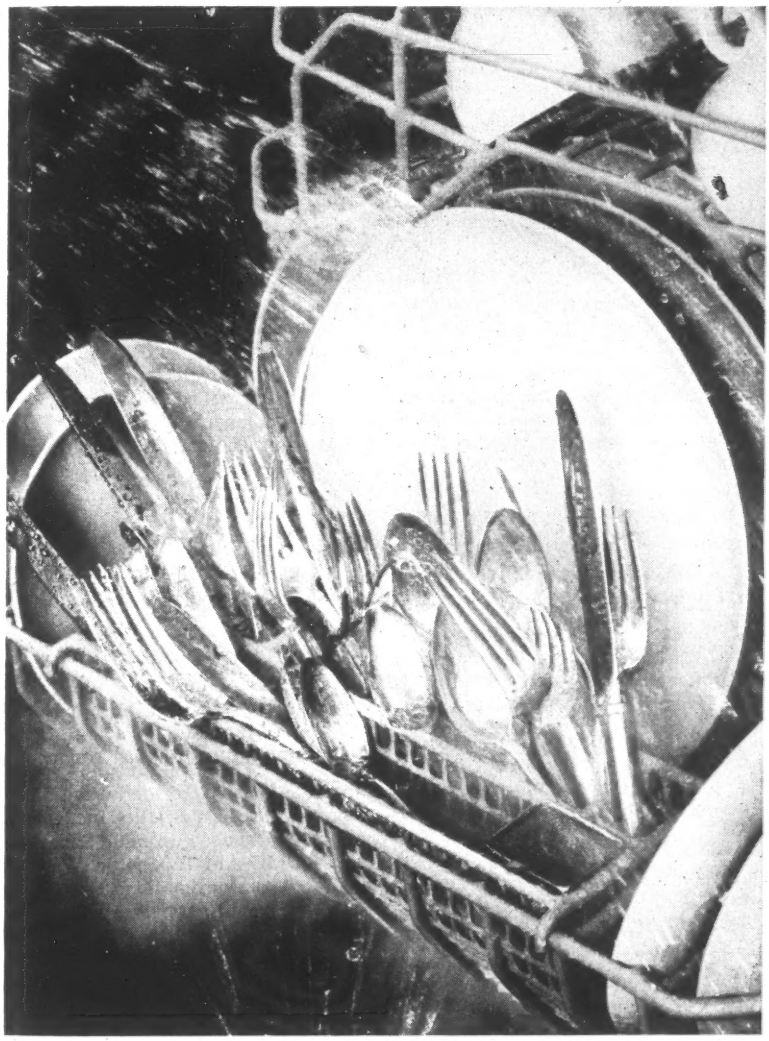
• EDWARD T. NEIBLING, with KTUL Tulsa, Okla., past 16 years, named local sales manager. BUD MAKINSTER, formerly news director of KRNY Kearney, Neb., to KTUL in similar capacity.

• CHARLES E. BURGE, formerly with CBS Radio Spot Sales, Chicago, and sales manager, KMOX St. Louis, named v.p. and general manager of KWRE Warrenton, Mo.

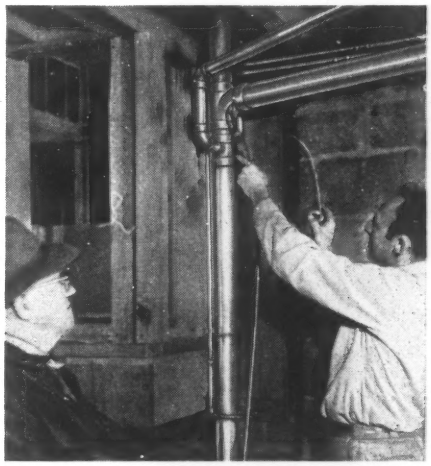
• ALICE E. COOK, for past five years assistant operations manager, WPIX (TV) New York, named operations manager.

• FREDERICK M. REMLEY JR., technical director of U. of Michigan's WUOM (TV) Ann Arbor, adds duties of tech-

how metals from ANACONDA affect you personally



HOTTER WATER FOR LAUNDRY AND DISHES is now possible from dual-temperature domestic water heaters with tanks made of Cupro Nickel-755. Using this strong, corrosion-resistant copper alloy specially developed by Anaconda, these modern heaters can deliver regular hot-water requirements *plus* super-hot water for laundry and dishwasher at temperatures which ordinary heater tanks can withstand only for short periods.



NEW, LOW-COST DRAINAGE TUBES of copper are the result of years of practical development. Copper drain, waste and vent lines are lighter, smoother, longer-lasting, and cost less to install. Connections are soldered quickly, permanently, with no threading or caulking. Use has increased remarkably in the past three years.

BETTER FOOD PREPARATION is within easy reach when restaurants and hotels use Chef-Foil®, Anaconda's Aluminum Wrap. In cooking, freezing or storing, spoilage is reduced and foods' peak flavor is retained . . . This is just one example of Anaconda's new and extensive line of aluminum products.

Anaconda's entire line of nonferrous metals and metal products, both in industry and in the home, illustrates what Anaconda is always striving for . . . new ways to do things better . . . more value for less money.

ANACONDA®

PRODUCERS OF: COPPER • ZINC • LEAD • ALUMINUM • SILVER
GOLD • PLATINUM • PALLADIUM • CADMIUM • SELENIUM • TELLURIUM
URANIUM OXIDE • MANGANESE • ARSENIC • BISMUTH • INDIUM

59171A

nical director of university's WUOM (FM).

• JOHN HORN, previously feature editor for press information department, CBS-TV, appointed director of information services, WCBS-TV New York. RONALD S. BONN, formerly with press information staff of ABC, replaces Mr. Horn.

• FRANCIS C. MCCALL, formerly director of NBC News, New York, appointed news director of WOAI-TV San Antonio, Tex.

• LEE HANNA, formerly in news and public affairs department, CBS, to WNEW New York as assistant director of news and special events. WAYNE HYDE, for past four years chief of special events of American Forces Network, to news and special events department of station.

• EDWARD NIXON MCCAY, 38, co-owner and general manager of WROM Rome, Ga., died Dec. 26, 1958, following heart attack. Mr. McKay was one of founders of WROM and also WROM-TV (now WTVC [TV] Chattanooga, Tenn.).

• WES ALLEN DRIPPS, formerly chief engineer of WKYR Keyser, W. Va., to KDOM Windom, Minn., as chief engineer and program director.

• DON WILLIS, formerly combination man of KRES St. Joseph, Mo., to KOFO Ottawa, Kan., as chief engineer.

• SHIRL K. EVANS JR., account executive of WFBM Indianapolis, appointed manager of station's newly-acquired Muzak franchise. Mr. Evans was previously program director and account executive of WXLW Indianapolis.

• LEE MIKESELL, formerly sales manager of KLX Oakland, Calif., to WFBM-TV Indianapolis as account executive.

• MARTY JENKINS named traffic manager of KTRK (TV) Houston, succeeding BETTS BRAUER, appointed sales-traffic coordinator.

• MORT STERN, formerly director of sales of Espro Corp., N.Y., to WABC-AM-FM New York as account executive.

• JOHN THOMAS DIETZ, 48, account executive of WSAV-TV Savannah, Ga., died Jan. 7 in Savannah Beach. He had been producer-director at CBS Radio for 14 years.

• ROY BRAY, formerly sales manager in Marysville office of KPAY Chico, Calif., to KFMB San Diego as account executive. JOE NORMAN, formerly news reporter of KXO El Centro, Calif., to KFMB in similar capacity.

Colonels of the year • The spotlight is on an individual's contribution to growth at Peters, Griffin, Woodward, station representative in radio and tv, as annual "colonel of the year" awards (certificate and cash bonus) are presented. PGW executives and winners: l to r, H. Preston Peters, president; Lloyd Griffin, v.p. and director of tv; John Sias, v.p. and "television colonel"; Robert H. Teter, v.p., director of radio and "radio colonel"; Russel Woodward, executive v.p. Not pictured are recipients of "colonettes": Angela Spinelli, secretary to John A. Thompson (v.p., radio sales, N.Y.); Elisabeth Ulbert, secretary to W. Donald Roberts, Chicago tv account executive, and Frances Brune, receptionist, New York.

• JOHN DESMOND, free-lance director on various local and network tv programs, appointed staff director for WCBS-TV New York.

• ROGER SPRAGUE, news writer for KNX Los Angeles and Columbia Radio Pacific Network news bureau, appointed producer-writer for bureau's special projects department.

• BILL NICHOLSON, program and news director of KPOC Pocahontas, Ark., to KPEP San Angelo, Tex., as news director.

• EDDIE ALLEN, formerly with Richard Field Lewis Jr. stations, central Atlantic coast group, to WHEC-TV Rochester, N.Y., as producer and news commentator.

• HAROLD J. STENGLEIN, formerly salesman of WSAM-AM-FM Saginaw, to WJRT (TV), Flint, both Michigan, in similar capacity.

• GEORGE GILBERT, formerly with Official Films, N.Y., as account executive in Detroit, named to sales staff of WABC New York.

• PAT SUMMERALL, star place kicker of New York Giants professional football team, signs contract as sports commentator on WGRO Lake City, Fla. Mr. Summerall put his team into eastern division playoffs last year with 49-yard goal in last seconds of game with Cleveland Browns.

• JANET BAKER-CARR, formerly assistant to program director of WXHR (FM) Boston, to WBAI (FM) New York as music director, replacing MRS. LUCILLE SAPERSTEIN GORDIS, resigned.

• EDNA K. HANNA, formerly radio-tv director of Greater Seattle Inc. and copywriter at Dancer-Fitzgerald-Sample, N.Y., to KOMO-AM-TV Seattle, Wash., as head of sales promotion. FRED H. KAUFMAN, formerly program manager of KIRO-TV Seattle, to KOMO as account executive.

• GEORGE FREEMAN, formerly news director of WNHC-AM-FM New Haven, Conn., Triangle Publications stations, to similar post of Triangle stations WNBF-AM-FM-TV Binghamton, N.Y.

• JUD DAVIS, formerly with KENS-TV San Antonio, to KONO-TV, that city, as director of continuity.

• CHARLES R. CARNER appointed assistant public relations manager of WGN-AM-TV Chicago.

• LOREN F. BRIDGES named manager of WCBC Anderson, Ind.

• JOHN F. BROWN, transmitter superintendent of WJPS Evansville, Ind., to chief engineer, succeeding JAMES P. JARED, resigned to join technical staff

of Voice of America, Washington, effective Feb. 1. JAY LAWRENCE, formerly on continuity staff of WBBM Chicago, to WJPS as air personality.

• TOM MCCARTHY, formerly of WKRC Cincinnati, joins WCKY, that city, as newscaster.

• BRUCE MORROW, most recently with ZBM Bermuda and before that with Mutual, to WINS New York as d.j.

• BOB BAKER, formerly of WJPD Ishpeming, Mich., to WMT Cedar Rapids, Iowa, as air personality.

• JIM BOLLINGER, formerly on sales staff of WAVE Louisville, Ky., to WKYW, that city, as air personality, replacing DEAN GRIFFIN, moving to WAKY Louisville news department. New WKYW sales staffers are BILL HARRIS and JACK DUNHAVER, formerly program director of WTMT Louisville.

• EUGENE BIRD, auditing accountant of KTTV (TV) Los Angeles, died Jan. 8 of pneumonia.

• WALT DE SILVA, formerly air personality of KFOX Long Beach, to KBIG Santa Catalina, both California, in similar capacity.

• GEOFF EDWARDS, formerly newscaster of WEAT-AM-TV W. Palm Beach, Fla., to KFMB San Diego as air personality.

• JAMES R. FRENCH, formerly of KPOA Honolulu, T.H., to KIRO-AM-FM Seattle, Wash., as air personality.

Representatives

• JOHN K. MARKEY, formerly with *New York Daily News,* Chicago sales office, named midwest manager of Devney Inc., station representative.

Programming

Mr. Spirt

• ARTHUR SPIRT, formerly central division v.p., Television Programs of America and recently resigned from Independent Television Corp., named v.p. in charge of midwest division, Gross-Krasne-Stilerman Inc., headquartering in Chicago; RAYMOND WILD, ITC v.p. since last October, appointed head of newly-formed Detroit office.

• CHARLES C. (BUD) BARRY, formerly v.p. in charge of MGM-TV, N.Y., named president of NTA Film Network, confirming earlier reports of appointment (BROADCASTING, Jan. 12).

• NOEL BERNARD, formerly with Radio Free Europe and BBC in executive capacities, named v.p. and chief Euro-

DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS

47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

41 Albany-Schenectady-Troy	46 Omaha
42 Nashville	47 Davenport-Rock Island
43 Champaign	48 Binghamton
44 Miami	49 Raleigh-Durham
45 Sacramento-Stockton	50 Asheville

WOC-TV is No. 1 in coverage In This 47th Market

48 COUNTIES	
Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc.; Exclusive National Representatives

THE QUINT CITIES

DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines

NBC

RADIO-TELE-LUXEMBOURG

GIVES ADVERTISERS COVERAGE OF

BELGIUM and NETHERLANDS . . . . Over 1,000,000 Radio Homes
England . . 2,800,000 Radio Homes **France** . . . 3,500,000 Radio Homes
Germany . . . . . **Ruhr; Rhineland-Pfalz**

WE HAVE NOT LOST AN AMERICAN ADVERTISER IN OVER 10 YEARS!

Advertisers now using RADIO-TELE-LUXEMBOURG

- Aqua Velva
- Colgate Palmolive
- Lux
- Gillette
- Frigidaire
- Tide
- Prom
- Singer
- Nescafe
- MacCormick
- Carters
- Watermans
- Philips Yeast
- Toni
- White Rain

And others

GUY BOLAM
AMERICAN SALES & SERVICING AGENCY

MU 5-1300
370 Lexington Ave.

pean correspondent of International Transmissions Inc., N.Y., overseas news service for radio-tv stations. Frederick (Ted) Bell, previously executive radio-tv producer with Compton Adv., N.Y., appointed v.p. in charge of sales for ITI.

• ROBERT FULLER, for past seven years director of information services, WCBS-TV New York, named director of publicity, CBS Films Inc.

Mr. Wyatt

• EUGENE C. WYATT, formerly national sales manager of ABC-TV, appointed v.p. in charge of network sales for Bernard Schubert Inc., New York, tv film-production distribution company.

• ERNEST LEVINE, comptroller of California Studios Inc., Hollywood, adds duties of general manager of Bronson Ave. production-rental lot. BUD GAUNT, veteran Hollywood production man, appointed production coordinator of California Studios, assuming duties relating to physical operation formerly handled by MICKEY GROSS, resigned studio manager (BROADCASTING, Jan. 12).

• DICK LAWRENCE, general manager of World Broadcasting System, named to newly-created post of general sales manager of Economee Television Programs, division of Ziv organization which handles sales of re-run tv film programs. As part of expanded sales activities of Economee, KEN JOSEPH, assistant sales manager, promoted to national spot sales manager. Account executives added include BOB LEE, formerly sales representative for Associated Press, and DAN SCHMIDT, previously with sales staff of CBS Spot Sales and Peters, Griffin & Woodward.

Equipment & Engineering

• WALTER G. BAIN, v.p. and general manager, Republic Aviation Co., Farmingdale, N.Y., to v.p. (Washington office), RCA defense electronic products.

• DR. J. EARL THOMAS, head of physics department of Wayne State U., joins engineering staff of semiconductor division of Sylvania Electric Products Inc., N.Y. Upon his resignation from Wayne in June, Dr. Thomas will assume full responsibility for research and engineering of Sylvania division.

• JOSEPH N. BENJAMIN, president of Bogen-Presto division, Siegler Corp., Centralia, Ill., re-elected president of Institute of High Fidelity Manufacturers; GEORGE SILBER, president of Rek-O-Kut Co., Long Island City, re-elected IHFM board chairman.

• R. L. JABLONSKI named product manager of consumer products division, Hoffman Electronics Corp., L.A. JOHN LATHROP to budget and cost control manager and EDWARD GREANEY succeeds Mr. Jablonski as manager of national parts and service department.

• RAYMOND T. LEARY, sales manager of distributor division of Cornell-Dubliler Electric Corp., South Plainfield, N.J., elected v.p.

• HANS P. BARASCH, formerly of guided missiles division, Republic Aviation Corp., Hicksville, N.Y., to Allen B. Du Mont Labs, Clifton, N.J., as research manager for photo-sensitive devices.

• JOSEPH B. HERSH, formerly engineer of Philco Corp., Phila., to Bogen-Presto, division of Siegler Corp., as plant manager of company's manufacturing facilities in Paramus, N.J., and New York, replacing ERWIN RAUSCH.

• RAMON C. CURRY, formerly of WFCR Fairfax, Va., sales department, to Nems-Clarke Co., Silver Spring, Md., as sales engineer for broadcast and tv equipment.

Allied Fields

• JOHN F. KRAFT, partner, and OLIVER A. QUAYLE III, formerly with Elmo Roper & Assoc., named v.p.'s of Louis Harper & Assoc., New York research firm.

• HERBERT M. SCHULKIND, formerly assistant chief of Broadcast Bureau's rules and standards division, resigns from FCC to join Washington-New York communications law firm of Fly, Shuebruk, Blume & Gaguine.

• CHARLES E. ALLEN, formerly director of public relations, Crown Zellerback Corp., to Hill & Knowlton Inc., N.Y., as director of international division.

• DOROTHY WAGNER, formerly director of home furnishing advertising, American Rayon Institute, to Jobs Unlimited, N.Y., as placement manager for public relations, editorial and promotion department.

• HARRY STONE, formerly v.p., general manager and director of board of WSM Nashville and tv consultant since 1951, appointed executive director of Country Music Assn., Nashville.

• JOHN H. ECCLESTON JR., formerly of Hill & Knowlton Inc., L.A., to Los Angeles office of Harshe-Rotman Inc., public relations firm, as account executive.

• DONALD C. HOEFLER, formerly associate editor, *Electronics* magazine, to Harvey Assoc., N.Y., public relations firm, as account executive.

• FRANCIS J. (HAPPY) FELTON, formerly air personality of WOR New York and CBS-TV, New York, to Fawcett Publications as assistant to director of advertising, headquartering in New York.

• ARTHUR W. HUNTER, on national production staff of *Tv Guide* magazine, Radnor, Pa., promoted to advertising production manager.

• BURNS W. LEE, executive v.p. of General Public Relations, subsidiary of Benton & Bowles, resigns to form own business in Los Angeles.

• HAROLD UNGER, formerly assistant counsel, subcommittee of Senate Committee on Interstate Commerce and trial attorney of Dept. of Justice, has opened law offices in Washington at 1108 16th St. Telephone: Sterling 3-3775.

• JOSEPH L. O'CONNOR, director of merchandising, Fuller & Smith & Ross, N.Y., resigned to head own firm, Marketing-Sales Plans Co., 41 E. 28th St., N.Y.

• LEONARD H. MARKS elected president of Federal Communications Bar Assn. for 1959, succeeding WILLIAM C. KOPLOVITZ, to serve as group's delegate to American Bar Assn. for two-year term. Other FCBA officers are FRANK U. FLETCHER, first v.p.; ROBERT M. BOOTH JR., second v.p.; EDWARD F. KENEHAN, secretary; JOHN H. MIDLEN, treasurer; E. STRATFORD SMITH, assistant secretary; THEODORE BARON and ARTHUR H. SCHROEDER, for three-year terms and DONALD C. BEELAR, for one-year term on executive committee, to fill unexpired term of late VERNE R. YOUNG.

• LAWRENCE C. CHRISTOPHER, formerly New York bureau news manager of BROADCASTING magazine, has been promoted to senior editor at Washington headquarters; DONALD V. WEST, formerly news editor of the magazine in Washington, has been promoted to New York bureau news manager. DAVID W. BERLYN, formerly assistant New York editor, has been promoted to associate editor in the New York bureau. Mr. Christopher has been on the BROADCASTING staff more than 15 years, Mr. West six years. Mr. Berlyn nine.

"I welcome the arrival of Ad Age..."

says **WILLIAM G. OHME**
Vice-President/Marketing
Harold F. Ritchie, Inc.

"I think Advertising Age comes under the heading of must reading for all of us who need to make advertising and marketing decisions. It constantly carries not only complete current news coverage of our field, but informative and provocative articles which stimulate creative thinking. I welcome the arrival of Ad Age on my desk regularly, just as I do a visit from a valued friend."

Despite the pressures of their work week, you'll find that most of the executives of importance to you *take time or make time* to read Advertising Age regularly and thoroughly. For Ad Age's up-to-the-minute, authoritative editorial content adds up to "must" reading which is eagerly welcomed by the executives who *influence* as well as those who *activate* major broadcast decisions.

Harold F. Ritchie, Inc., for example, earmarks practically all of its media budget for television—with the lion's share devoted to promoting its men's hairdressing, Brylcreem. During the first nine months of 1958, spot tv time allocations alone topped $1,351,000*, and plans were made to co-sponsor several network shows. A longtime spot tv user, the Ritchie concern credits this medium for the rise of Brylcreem to the front ranks of its market in the United States.

Every Monday, Ritchie executives with an interest in marketing rely on Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agencies, Kenyon & Eckhardt and J. Walter Thompson, with *599 paid-subscription copies each week.*

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies —and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

*Television Bureau of Advertising, Inc.

WILLIAM G. OHME

A graduate of the Wharton School, University of Pennsylvania, Mr. Ohme began his career in the cosmetics and toiletries business during the 1930's in the accounting department of Warner Hudnut. After four years of World War II army service, during which he attained the rank of lieutenant colonel, he returned to Hudnut, subsequently rising to assistant treasurer and assistant secretary of the firm.

In 1953, Mr. Ohme joined the Olin Mathieson Chemical Co. as advertising manager of its Lentheric division, and the following year he was named director of marketing. He came to Harold F. Ritchie, Inc., manufacturer of Brylcreem, Scott's Emulsion and Eno antacid, in 1957. Starting as director of marketing, he advanced to vice-president of marketing and a member of the board of directors in 1958. A native New Yorker, Mr. Ohme now lives with his wife and sons, Robert and William, Jr., in Upper Montclair, N. J. The Ohmes spend part of their free time at their farm in Mehoopany, Pa.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ABC ABP NBP **1 Year (52 issues) $3**

PUSH RADIO SALES NOW . . .

. . . and avoid tv, press barbs, retailers told

Television servicing, like the tv industry over-all, has its own running battle with print media. It has been used as a football, "receiving critical kicks far greater than deserved" and being subjected to "outright propaganda," the National Appliance & Radio-Tv Dealers Assn. was told last week in Chicago.

NARDA delegates also were reminded—by Robert W. Galvin, president of Motorola Inc.—not to sell radio short and urged to reclaim their market share of sales.

Print media charges were attacked by Donald H. Kunsman, president of RCA Service Co. He pointed out dealers are "the retailing backbone of the radio-tv business" and scored anti-tv servicing articles in *Time, Reader's Digest* and other publications. He suggested much of the criticism stemmed from "competing tv set tube manufacturers and were designed to switch dealer affiliations." The criticism, he asserted, has resulted in a "poor press, bad consumer relations and a generally poorer reputation for servicemen." The basic theme in print media pieces: tv servicemen are fleecing the American public.

On the positive side, Mr. Kunsman emphasized that sealed circuits have proved highly durable in tv sets—so reliable servicemen need, on an average, replace only one circuit board in any 30-month period of servicing sets equipped with the boards—or about one for every 5,000 calls.

Security Circuits • An RCA survey, covering service calls among its branches over a six-month period, showed that sealed circuits are so reliable and dependable that RCA has named them "security sealed circuits."

Another study of 5,000 calls disclosed that less than 2% (less than one in 50) involved circuit boards. And still another survey indicated that 10 leading brands of tv sets required less than three-quarters of a service call per set during the first 90 days—the customary labor warranty period of many dealers.

"Consumer complaints have dropped off dramatically in those markets where a labor warranty program has been adopted," Mr. Kunsman asserted, noting about 40 RCA Victor distributors have adopted the RCA Victor television program suggested in June 1958.

Mr. Kunsman suggested that if NARDA felt a survey of independent service dealers was necessary, RCA would be prepared to help underwrite a good share of the cost. He also claimed "some progress" by the service industry in developing techniques and testing equipment involving printed boards, such as it has for uhf, color tv and transistors. He concluded that "manufacturers have escaped the brunt of criticism" directed at tv servicing abuses.

Mr. Kunsman's talk was one of the highlights of the three-day convention (Jan. 11-14) that also included a Tuesday luncheon address by Mr. Galvin.

Retailers Must Keep Pace • Mr. Galvin chastised retailers for often failing to "keep pace with the technology of the electronics industry," despite changes in product areas, including phonographs, home and portable tv, high fidelity and now stereophonic sound. He described stereo as "the greatest opportunity in ten years," with a prospective increase from 750,000 to 3 million units in 1959.

"Many retailers look at stereo as a figment of the music business," Mr. Galvin observed, when it actually represents a "revolution in electronics which will eventually be applied to radio and tv. It will become as big an element as television is today."

Many tv-appliance dealers have ignored the transition in retailing radio, he continued, and can claim only 30% of the total business today compared with 100% years ago. "Perhaps they regard radios as not worth the trouble," he observed, "but, other retailers, even supermarkets, liquor stores and drug stores, are finding radio profitable." He suggested retailers carry a full variety of electronic products and utilize the department store merchandising technique of mass displays to create an impact on traffic.

• Technical topics

• The Institute of High Fidelity Mfrs., N.Y., estimates that sales of high-fidelity components in 1959 will exceed the 1958 record of $260 million by 15%, with a substantial share of the increase to come from conversion of monophonic phonographs to stereophonic.

• Motorola racked up sales of $76 million in the fourth quarter of 1958 and $210 million for the whole year, thanks largely to stepped-up tv volume and consumer interest in stereophonic high-fidelity equipment, Robert W. Galvin, president, reported last week. Preliminary tabulations indicate earnings of more than $1.85 per share for the quarter and $3.50 a share for all 1958. The period was Motorola's second most profitable quarter in its history.

Directional antennas subject of TASO study

A full-fledged study of television directional antennas has been approved by the board of directors of the Television Allocations Study Organization.

The tests are to be made with the facilities of ch. 4 WKY-TV Oklahoma City and ch. 4 WBZ-TV Boston. RCA is cooperating wtih apparatus and technical services. Field measurements will be made by the mobile field measuring units of the Assn. of Maximum Service Telecasters.

The whole project, costing an estimated $150,000-$200,000, will take about six months. It is being coordinated by a committee comprising Dr. Frank G. Kear, Washington consulting engineer (chairman), with Ralph N. Harmon, Westinghouse Broadcasting Co., and Henry E. Rhea, Triangle stations.

RCA will test out the standby antenna ordered by WKY-TV, and it will then be field-tested after installation on a 263-ft. tower. Most significant in this study will be the relationship of the pre-installation test results and the actual operating field strength readings.

The field test results for WBZ-TV's 1,000-ft. antenna will be correlated with the theoretical values for this antenna.

Another significance of these pilot studies, Dr. George R. Town, TASO executive director said, was that from these pilot tests will come bases for methods and techniques for measuring tv directional proofs of performance.

The go-ahead for the DA study was voted by the entire board of TASO, it was understood, with two oppositions. The TASO board is comprised of two representatives each of NAB, EIA, AMST, Joint Council on Educational Tv and the Committee for Competitive Tv. The last represents uhf broadcasters.

The TASO board meets Jan. 24 to review the final report on tv allocations (BROADCASTING, Jan. 12). The report, it is understood, finds that uhf is far less effective than vhf in coverage, expense of operations, power potential, receiver sensitivity, antenna criticality and maintenance.

New twist for vtr

Although ABC-TV isn't ready to explain how it works, because the company is seeking a patent, the network's engineers have come up with a synchronizing gadget that enables instantaneous switching from live broadcasting to tape without loss of picture quality. It was used for the first time Thursday (Jan. 15) in *Pat Boone's Chevy Showroom.*

The new electronic system does away with the tricky problem of synchronizing two different images. Each source (live and vtr) has its own synchronization system and, explains ABC Engineering Vice President Frank Marx, when the two have been used together in the past "the result often has been rolls and picture breakup." If it wasn't this, it was having to go to black first before going to tape, Mr. Marx added. Not only is ABC's new gadget "foolproof and more effective, but it also can be used internally to convert one set of tv standards to another." Again, there was no technical explanation available "at this time."

• Technical topics

• RCA reports it has awarded RCA fellowships, each worth approximately $3,500, to 10 university graduate students for advanced studies in engineering, physics and dramatic arts during current school year. RCA also has awarded 63 undergraduate scholarships, valued at from $250 to $800 each, to college and university students in electronics and science teaching field.

• Gates Radio Co., Quincy, Ill., announces availability of new remote control system designed for unattended operation. Among features claimed for model are directional and multiple transmitting; 38 switching circuits with built-in facilities for expansion to 78; large illuminated numbers to indicate circuit dialed; pulse, reset and switching functions able to be controlled from transmitter for local operation. Panel size of studio and transmitter units is 19 by 15¾ inches, each with self-contained power supply and independent operation.

• Hallen Electronics Co., division of Schoen Products Co., L.A., announces introduction of professional magnetic film recorder. Model 1216 is modular and temperature-compensated, with capacity in excess of 1,200 feet. It has frequency response of 30 to 13,000 cps and amplifier which can be powered from 24 volt battery. Entire recorder requires less than 30 w and weighs 29 pounds, available in portable or rack-mounted model in 16-17½ mm or 35 mm. Write Hallen Electronics Co., division of Schoen Products Co., 332 N. La Brea Ave., L.A.

• Edward R. Jahns, chief electronics engineer of consumer products division, Hoffman Electronics Corp., L.A., named 1958 recipient of corporation's Presidential Award for "outstanding individual technical achievement."

• R. Lee Hollingsworth, former president of WKBS (now WKIT) Mineola, N.Y., has offered for sale to residents of New York State 150,000 shares of stock at $2 per share in The Hollingsworth Co. Enterprises Inc. The money derived from the sale of stock, according to the firm's prospectus, will be used to design and place in production various inventions, including a video recording system and a single gun color tv tube. A portion of the money to be raised, it was noted, may be used to apply for a new radio station.

• Transistors at the price of regular vacuum tubes—leading to cheaper and more compact portable radio and tv receivers—is the hope of Philco Corp., Philadelphia, Pa., which last week showed off its first Fast Automatic Transfer (FAT) production line. The FAT line triples production of transistors to 1 million a year per line. The new high speed production line was shown newsmen at Lansdale Tube Co., Lansdale, Pa., a subsidiary of Philco. Two more FAT lines are scheduled to be placed in operation soon, it was announced.

Philco also announced price reductions in some transistors—one being the high frequency MADT 2N499, the price of which was dropped from $5.50 each to $3.50 each in batches of 100. This transistor can be used as an amplifier or an oscillator for radio or tv sets, and also as a switch in computers.

• Another prediction of bright future to America's electronics industry was issued last week, this time by new president of Sylvania Electric Products Inc. Said Robert E. Lewis: The industry's over-all volume will reach a minimum total of $14.3 billion in 1959 (as against $13 billion in 1958 and $13.3 billion the year before). By the end of the next decade, he predicted, electronics sales and revenues will exceed $25 billion annually.

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13
THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA
BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.
and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

Now! 50,000 watts*
WAPI
Birmingham, Alabama
*5,000 nighttime
Represented nationally by the Henry I. Christal Co., Inc.

You can't please everyone

The role of radio-tv is like that of legislators, in that both must be concerned primarily with the good of the greatest number of people. This was one answer to critics of the broadcast media which Thomas K. Fisher, vice president and general attorney of the CBS-TV network and CBS-TV stations divisions, offered to a group of lawmakers last week. At the Nebraska Broadcasters Assn.'s second biennial dinner honoring Nebraska legislators Wednesday night (Jan. 14) in Lincoln, Mr. Fisher said:

The end result of your endeavors is the passage of laws for mass application. You will not, as we [broadcasters] do not, please all the people all the time; but you must, if you are to be permitted to continue to serve the people, please most of the people most of the time. And in fulfilling this democratic process through the high art of compromise, you will find some of your critics where we find ours: among those whose belief in the people is at low ebb, and who would—if they could—substitute their values and tastes for the values and tastes of the mass. They dare not attack the people directly—so they attack you, the image and servant of the people.

. . . you who bear the responsibility of government and we who bear the responsibility of mass communications must constantly strive to improve our respective endeavours — not to satisfy some vague goal of progress but to contribute toward the very survival of that political faith by which we stand as a nation.

[On the equal access question] History is on the side of the broadcaster . . . the question, I submit, is no longer whether the broadcaster shall have equal access in behalf of the electorate, but how soon.

Tv's total responsibility

Exploring the total responsibility of television in a talk before the Jan. 13 meeting of the local Rotary, Eldon Campbell, vice president-general manager of WFBM-AM-TV Indianapolis, reviewed broadcast management's obligations to FCC, its owner, the public and the community. But he noted none of these could be performed without fulfilling the responsibility to the advertiser. In part, he related:

There has been an amazing coincidence in the growth of consumer businesses along with the growth in television advertising. Since the year 1950, more new products, more new brands within existing product lines have been introduced to the buying public—and are going concerns, than were launched in the whole history of retailing up until 1950! Call it coincidence, it is an interesting fact that this business phenomenon has happened during a time when advertisers discovered television and started buying it in increasingly larger shares. . . .

The commercial side of our business

Campbell: Commercial side is public service

is truly a public service. It helps keep products moving off shelves. It thereby keeps people employed. And in giving new products a rapid start, it affords new jobs for new thousands of people. Amazingly enough, our selling takes up 17% or less of the time you watch tv.

We have a responsibility to the advertiser—a responsibility to deliver a public that will be available for his sales message. Our fortunes are based on how well we fulfill that responsibility and how well he utilizes his selling time. We do not get his renewal unless he feels that he is . . . getting results.

Recession matures advertisers

Grey Matter, *the monthly house organ of Grey Advertising Agency, devotes its current issue to advertising's role in combatting the recent business recession. Claiming that the advertising of the past year reveals a "creative spark which outshines any previous period in advertising history," it notes:*

We say bluntly, but sincerely, that in 1957-1958 the advertising agency had to deal with clients of a higher degree of advertising maturity, imaginative judgment, deeper knowledge of advertising's aim and function than ever before. And this mature advertiser is taking a different attitude toward his agency.

The pressures of the fading recession have taught him that his advertising can be most productive, and his advertising dollar most fruitful, when the agency is given freedom to exercise its creative talent. . . .

The advertiser has learned not to look for formulas or panaceas in advertising, because he has learned that formulas stifle rather than stimulate a free flow of ideas.

A composite, compilation of advertising views of today's enlightened management . . . might be something like this:

1. The very first thought in planning advertising must be that selling is its goal. While every ad . . . should contribute toward creating a favorable brand or corporate image, the purpose of every ad is to persuade or sell.
2. The best ads are built on a 'Big Idea.'
3. The product can rarely be a by-product of an ad . . . An advertisement can [not] sell without showing [or talking about] the product.
4. Effective advertising need not bellow, shriek, exhort, argue or blatantly ask for the order. It can achieve selling persuasiveness through the emotions, through reason, or both.
5. Advertising is communication with the consumer. Therefore, greater attention must be paid to communicating more easily, more smoothly.
6. Entertainment may be a valuable ingredient . . . most effective [if it is] linked to the product and doesn't come out of left field to draw attention away from the product.
7. Advertising that sells talks to people in their own language, never below their level.
8. Advertising must establish a feeling of kinship . . . it must be friendly.
9. Finally, advertising that sells must be believeable.

Off-beat seldom off-track

Jules Dundes, CBS Radio vice president in charge of station administration, to St. Louis Ad Club Jan. 6:

You might say radio pampers rule-breakers, and makes them its favorites. In radio, the off-beat is seldom off-track. . . .

Radio, above all other media, is a creative advertising man's medium. It can take your boldest efforts in its stride. Its listeners are ready for you, and will welcome you, in direct proportion to the effort and ingenuity you bring to your job.

Canadian stations threatened by walkout

No settlement was in view as of last Thursday (Jan. 15) in the strike by 74 French-language television producers at Canadian Broadcasting Corp., Montreal. The group, which walked out Dec. 29 because of CBC's failure to recognize their newly organized Assn. des Realisateurs (affiliated with the Canadian and Catholic Confederation of Labor), was notified on Jan. 8 that their contract with CBC had ended.

A large number of CBC, Montreal, employes refused to cross picket lines set up by the tv producers and CBC French-language tv network was carried on with films and taped programs by a supervisory staff. Some of the CBC unions advised their Montreal members to go back to work on Jan. 8, but only a small portion of the 2,300 employes, who had refused to cross picket lines, went back to work. Local unions countermanded orders of the national union headquarters.

CBC refused to recognize the new tv producers union on grounds that producers were part of management and thus could not be affiliated with any union.

Yvon Danserau, president of the Canadian Broadcast Unions of Montreal, said that if the strike continued indefinitely he would call a meeting of the national CBU to extend the walkout throughout Canada. However, it was reported that officials of the national organization might not recommend such action.

Part of Management • J. A. Ouimet, CBC president, cut short a vacation to return to Montreal for talks with Fernand Quirion, president of the new association. CBC contended that producers are a part of management and therefore are not entitled to union representation.

The producers association hit the use of supervisory personnel to maintain a "poor quality" of programming and charged CBC was using publicly-owned facilities to deceive the public by minimizing the issues.

Montreal is Canada's largest tv production center, concentrating on French-language programming.

European tv scene

West Germany's 20 television set manufacturers produced about 1 million units in 1958, yearend reports estimate. Observers guess that the number of licensed and unlicensed tv receivers in operation approaches 2.5 million. Of this figure, some 2 million are registered under the $1.20 a month tv license requirement. Registered radio sets in use in West Germany and West Berlin on Dec. 1, 1958, had reached a total of 15.2 million.

East German tv tube production reached approximately 129,000 units last year. Plans are to build a new tube production plant in East Berlin.

In Switzerland on Nov. 1, 1958, there were 45,860 tv sets operating; an increase of only 1,311 over the previous month.

France and Italy each have nearly one million tv sets in use.

Poland's licensed tv receivers number approximately 67,000. Unofficial estimates, however, maintain that counting the number of unlicensed sets in operation puts the country's tv receivers over the million mark.

There are about 60,000 television sets being used in Austria.

• Abroad in brief

• Atherton & Currier Ltd., Toronto, Ont., following merger of parent company in United States with Kastor, Hilton, Chesley & Clifford, has merged in Canada with Bradley, Venning & Hilton Ltd., Toronto. New agency will be known as Bradley, Venning, Hilton & Atherton Ltd., with offices at Toronto. Canadian members of new agency retain control through common shares in operation. William E. McDonald, v.p. and general manager of Atherton & Currier offices at Toronto, is v.p. in new agency.

• CHAB-TV Moose Jaw, Sask., will begin telecasting Feb. 1 on ch. 4 with 50 kw video and 100 kw audio power.

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

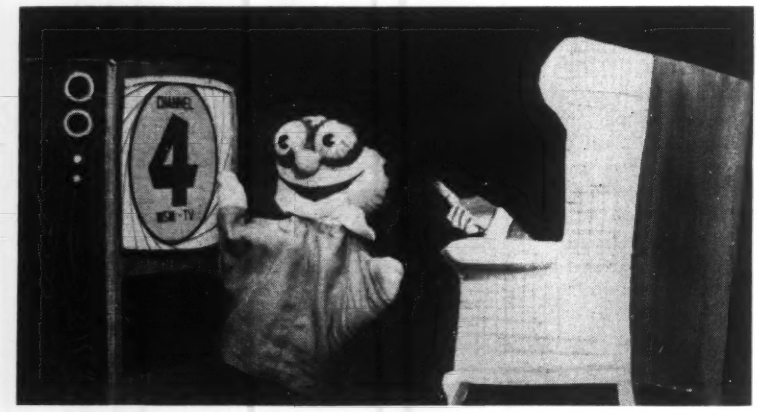
HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Famous dining in the Berkshire Restaurant and Bar Lounge
KNOTT HOTELS

IF YOU'RE CHARGED WITH
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405



Puppets to people • WSM-TV Nashville has a solution to the problem of promoting itself without resorting to the usual slides and telops. The station's executive producer, Elmer Alley, met with adman Bill Gernert (a puppeteer by hobby) of Nashville's MacDonald Adv. to come up with a series of interchangeable puppets. With a switch of facial expression and clothes, the puppet assigned the role of Steve Canyon one night can play another NBC-TV headliner the next. Each ch. 4 spot is a little "drama" in its own right. The NBC-TV affiliate sometimes spoofs the competition, as in the vignette ribbing CBS-TV's *Person to Person*. The script:
ANNCR: Good evening. The program is PEOPLE TO PEOPLE. Our first visit this evening is to the home of John Q. Public.
JOHN Q. PUBLIC: (J. Q. Public appears on screen) Sorry, Ted, I can't talk to you right now. I am watching Channel 4. (Gunshot)
ANNCR: Sorry, Mr. Public, but we've got to stop this stampede to Ch. 4.

KGBT gives up 'biggest' claim

Texans know how to give up gracefully, it has been witnessed by KGBT Harlingen, Tex. The station is deeding over its claim to being "the biggest radio station in the largest state" to sister CBS affiliate KFQD Anchorage, Alaska, in recognition of the new state's entry into the union.

KGBT's parchment "quitclaim" bears the condition "that the state of Alaska faithfully perform the duties and responsibilities to the nation as its largest state as the state of Texas has done for 113 years." In addition, "should this condition be breached the above transferred claim shall revert to said KGBT and it is hereby understood that KGBT retains the title of 'the largest continental radio station serving five foreign countries'."

KYA plants $50,000 prize

On the 10th day of KYA San Francisco's $50,000 Treasure Hunt event, a family of three discovered the prize certificate buried behind a billboard. They were in a crowd of an estimated 100,000 after the big stakes in the Lake Merced area of the city. According to Station Manager Mort Wagner, the treasure hunt was the opening event of a year-long audience promotion campaign. The day after the money was found, KYA announced its "Win a Million" game in which a listener will win one million French francs (about $2,000).

WBT listeners get Red line

Communist propaganda disseminated by a U.S. radio station? Listeners to WBT Charlotte, N.C., may be jolted to hear this, but that is exactly the station's intention with the new locally produced program, *Radio Moscow*, launched last night (Jan. 18).

WBT's program consists of rebroadcasts of portions of English language broadcasts from Radio Moscow, with commentary by WBT personality Alan Newcomb and Rupert Gillette, formerly associate editor of the *Charlotte Observer*. The broadcasts from Russia are taped in advance for airing at 9:05 p.m. each Sunday. In explaining the program, Charles H. Crutchfield, executive vice president of the Jefferson Standard Broadcasting Co., said, ". . . listeners will accuse us of spreading Communist propaganda . . . we are hopeful that the usual complacency among Americans will be shaken to the very roots."

The FCC and State Dept. were notified prior to the premiere.

An agency's own image

Eldridge Inc., Trenton, N.J., agency specializing in industrial accounts, believes in advertising its own industry too. For 20 weeks Eldridge ran four spots a day on WTTM Trenton. In the minute commercials Eldridge used a "corporate voice" to salute its accounts and tell the agency's story. Pleased with reaction to the schedule, the agency now has ordered a 25-minute weekly program on WTTM.

This . . . Is Advertising starts Jan. 27 at 8:05 p.m. with the first of a 13-week series of panel discussions to be moderated by Col. Lyle Brookover, public relations adviser to Trenton Trust Co. He will present guest experts from all phases of the advertising business. Jane M. Sarin, Eldridge account executive, will direct the series which she developed.

WTTM is sending advisory letters over the signature of Fred Walker, station general manager, to 450 industries in the Trenton area.

Eldridge, after specializing in industrial accounts for 35 years, recently has added such consumer products as beverages, paint, lumber and banking. The agency, in cooperation with WTTM and the Trenton Board of Education, will make tapes of *This . . . Is Advertising* available to educational groups.

The business is being placed on WTTM direct.

17-day pigskin play on WMT

WMT Cedar Rapids, Iowa, got 17 days' commercial play out of the New Year's Day Rose Bowl game between the U. of Iowa and U. of California. Tait Cummins, WMT sports director, went along with the home team to California and telephoned 100 special reports for broadcast over WMT. Sold in three-minute packages, including a one-minute commercial, the reports were spaced a half dozen times a day for the 17 days prior to Iowa's Rose Bowl victory.

Surprise call gains ground

Sudden expanded coverage was achieved by two Southern California d.j.'s whose weekend, nighttime shows were linked with telephone conversation. Jack De Long, host of *Jack's Party Time* on KVEN Ventura, Calif., surprised George Da Vorak at KFI Los Angeles by calling Mr. Da Vorak for an interview while both were on the air.

WWIN asks, 'Remember radio?'

The growth of radio is the basis of WWIN Baltimore's current advertising campaign to demonstrate radio's ma-

turity and that WWIN's programs are of adult stature. With the theme, "Remember Radio?" WWIN is expressing its "quality image" in the local market by using newspapers, billboards, bus cards, taxi backs, mailings and trade magazines. Each WWIN advertisement leads off with the "Remember Radio?" slogan printed on a sketch representing highlights of radio history. The nostalgic copy concludes with mentions of various local and ABC programs broadcast by the station.

WTAE (TV) viewers fast on draw

In a three-day contest sponsored by WTAE (TV) Pittsburgh, more than 23,000 youngsters submitted drawings of the Three Stooges, whose comedies have run daily since September on Paul Shannon's *Six O'Clock Adventure* program. During the contest, Mr. Shannon invited the trio, then appearing in a Pittsburgh night club, for several guest shots on his show. WTAE prizes were portable radios and tv sets for the best entries in various age groups.

Crusade contest benefits RFE

In a national contest announced Jan. 15 by Crusade for Freedom in support of Radio Free Europe, writers of the six best "Truth Broadcasts" will fly to Munich, Germany, to broadcast their messages from the headquarters of RFE to five Communist-dominated countries.

A Truth Broadcast is the completion of the following sentence in 25 words or less: "As an American I support Radio Free Europe because . . ." Entry blanks are made available through a nationwide advertising compaign sponsored by The Advertising Council and will include magazines, newspapers and poster advertisements donated by the nation's advertisers and publishers. Table model, short-wave radio sets will be awarded for 200 runners-up in the contest. Prizes will be doubled if $1 is enclosed with an entry. Trip winners, therefore, could take another person and other winners would also receive portable transistor radios with the short-wave receivers.

Show approach pays

The Colorado Tuberculosis Assn. this past season adopted a programming approach to radio publicity. As a public service, the state's broadcasters aired quarter-hour taped programs entitled *Thank You, With Music,* "in the names of those who benefit from your use of Christmas Seals." Ronald A. Miller, executive director of CTA, reporting on the campaign's success, called the broadcasters' cooperation a "major contribution." Betty Zatterstrom, seal sale director, selected light classics for the programs which were prepared in both English and Spanish by Mastertone Studios, New York.

Rescue in Roanoke

WSLS-TV Roanoke, Va., has a "first aid" selling formula, defined as "what to do until the sponsor comes."

The technique grew out of a crash-program emergency. With the premiere of *Rescue 8,* Screen Gems film series, only two weeks off, WSLS-TV was faced with finding a sponsor and promoting the show on a modest budget.

The first aid worked. Mick-or-Mack food chain bought the series after WSLS-TV came up with a campaign featuring the local fire department and Roanoke's Life Saving Crew. The tv program is based on cases in the files of the Los Angeles Fire Dept. rescue squad.

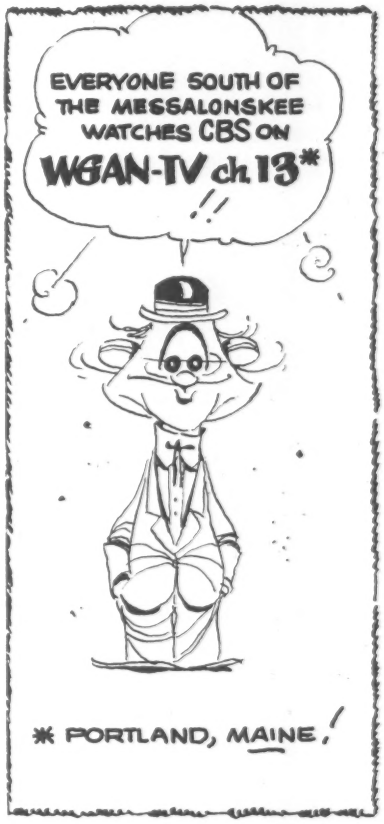
On premiere day a fire engine and four units of first aid and life saving equipment toured the city displaying signs with station and sponsor information. Film clips of news stories involving the local crews were turned into advance spots and were aired during three days prior to the debut. A first aid unit of the Life Saving Crew was set up with promotional material in a park opposite the station's downtown studios. Costs for the campaign, according to the station, were limited to posters, signs and coffee for the crew in the park.

New cars parade on WRC-TV

A day-long parade of 25 automobiles through Studio A of WRC-TV Washington, D.C., served as a preview to the 30th annual Auto Show of the National Capital Area, Jan. 10-18. Supported by newspaper ads and on-the-air promotion, the tv preview aimed for 2.3 million viewer impressions. WRC-TV car presentations were spotted on all local programs, some in color. Program hosts introduced each model as it rolled through the studio. Cooperating sponsors keyed copy to the auto parade.

Name-dropping pays at WSAI

Forty-three listeners appeared to claim their prizes in the first 24 hours of WSAI Cincinnati's "What's in a Name?" audience-builder. The station "name-drops" approximately five names each hour and uses no accompanying announcements. Names are selected at random from telephone directories. Promotional spots scheduled at other times explain that if a listener hears his name and comes to the WSAI studios within 24 hours, he will receive a merchandise prize, which is determined by a spin of the outlet's "Wheel of Fortune." Prize value varies with each wheel number.



Station Authorizations, Applications

As Compiled by BROADCASTING

Jan. 8 through Jan. 14: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Miami, Fla.—Miami Church of Religious Science ch. 10 (192-98 mc); ERP 316 kw vis., 195 kw aur. Estimated construction cost $750,000, first year operating cost $360,000, revenue $480,000. P.O. address % Catherine C. Youngs, 1737 N. Bayshore Dr., Miami 32, Fla. Applicant is non-sectarian, non-profit corporation and proposes to purchase facilities of present ch. 10 licensee, Public Service Tv Inc.

Existing Tv Stations

ACTIONS BY FCC

WNEM-TV Bay City, Mich. — Granted waiver of Sec. 3.652 (a) of rules to identify station with Saginaw as well as Bay City. Announced Jan. 14.

APPLICATION

WJMR-TV New Orleans, La.—Request for STA to operate on ch. 13, New Orleans in accordance with specifications contained in paragraphs 1 thru 6 and conditions (d) and (e) of STA issued Supreme on 12-17-58 or in alternative (2) mod. of conditions contained in said STA for ch. 13 granted Supreme on 12-17-58 to permit immediate operation on ch. 13 for period ending 1-31-59 pending final agreement between competing applicants for regular operation on ch. 12 in New Orleans and submission of application for joint operation on ch. 13.

CALL LETTERS ASSIGNED

WAFG-TV Huntsville, Ala.—Rocket City Tv Inc., ch. 31.

KFMX-TV San Diego, Calif.—Sherrill C. Corwin, ch. 27. Changed from KEZY.

WAST Albany, N.Y.—Van Curler Bcstg. Corp., ch. 35. Changed from WTRI.

WCIN-TV Cincinnati, Ohio—Robert W. Rounsaville, ch. 54. Changed from WSOK-TV.

Translators

Renville County Tv Corp. (Robert G. Johnson, president), Olivia, Minn.—Granted cp for new tv translator station on ch. 82 to translate programs of WTCN-TV (ch. 11), Minneapolis. Announced Jan. 14.

CALL LETTERS ASSIGNED

K72AU Verdi, Nev.—Truckee River Civic Tv Inc.

K75AN Empire, Ore.—Ocean View Tv Translator Inc.

K71AP Seaside, Ore.—Seaside Video Club.

W79AB Palmerton, Pa.—Upper Lehigh Translator Service Corp.

New Am Stations

ACTIONS BY FCC

Knoxville, Iowa—Grinnell Bcstg. Corp.—Granted 1320 kc, 500 w DA-D. P.O. address Ralph J. Bitzer, 298 Arcade Bldg., St. Louis, Mo. Estimated construction cost $16,639, first year operating cost $36,000, revenue $42,000. Applicant also owns KGRN Grinnell, Iowa. Announced Jan. 14.

Kene, N.H.—The KBR Stations Inc.—Granted 1220 kc, 1 kw D. P.O. address 155 Front St., Manchester, N.H. Estimated construction cost $7,500, first year operating cost $40,000, revenue $40,000. Principals are **W. F. Rust Jr.** (77.3%) who has majority interests in WNOW-AM-FM-TV York, Pa., WTSL Hanover, WTSN Dover and WTSV-AM-FM Claremont, all New Hampshire, and minority interest in WKBR-AM-FM Manchester, N.H., and **Ralph Gottlieb** (22.7%) who has minority interests in same stations. Announced Jan. 8.

Newport, N.H.—Kenneth E. Shaw—Granted 1010 kc, 250 w D. P.O. address Citizens Bank Bldg., Newport, N.H. Estimated construction cost $34,885, first year operating cost $31,500, revenue $46,208. Mr. Shaw, sole owner, is attorney and judge. Announced Jan. 14.

APPLICATIONS

Douglas, Ga.—R. W. Woodruff 1480 kc, 1 kw D. P.O. address Box 217. Estimated construction cost $18,900, first year operating cost $18,000, revenue $30,000. Mr. Woodruff is in accountancy. Announced Jan. 12.

Larned, Kan.—Francis C. Morgan Jr. 1290 kc, 500 w. P.O. address 1108 Champa, Pratt, Kan. Estimated construction cost $14,545, first year operating cost $24,600, revenue $30,000. Mr. Morgan is employe of KWSK Pratt, Kan. Announced Jan. 12.

Larned, Kan.—Pier San Inc. 1290 kc, 500 w D. P.O. address Box 933, Wichita, Kan. Estimated construction cost $12,825, first year operating cost $24,000, revenue $25,000. Owners are equal partners **Webb Pierce** and **Jim Denny** co-owners of WJAT Swainsboro, Ga.; **John Bozeman** owner of KSIR Wichita, Kans., and **K. W. Pyle** and **Port Early**, employes of KSIR. Announced Jan. 12.

Winfield, Kan.—Winfield Bcstg. Co. 1550 kc, 250 w. P.O. address Box 503, Carthage, Mo. Estimated construction cost $23,477.24, first year operating cost $42,000, revenue $48,000. **Lloyd C. McKenney**, sole owner also owns KRMO Monett, Mo., KMDO Fort Scott, Kan., and 50% of KBHM Branson, Mo. Announced Jan. 13.

Prentiss, Miss.—Jeff Davis Bcstg. Service 790 kc, 500 w D. P.O. address 1018 Pope St., Memphis 12, Tenn. Estimated construction cost $12,360, first year operating cost $34,500, revenue $40,963. **Jesse R. Williams**, sole owner, is civil service worker for Air Force. Announced Jan. 12.

Washington, Mo.—Washington Bcstg. Co. 920 kc, 500 w D. P.O. address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $26,950, first year operating cost $65,699, revenue $75,780. Sole owner is **Earl W. Daly**, who also owns WHEY Millington, Tenn. Announced Jan. 12.

Hammonton, N.J.—Hammonton Bcstg. Co. 1600 kc, 500 w D. P.O. address P.O. Box 351, Coatesville, Pa. Estimated construction cost $22,000, first year operating cost $50,000, revenue $60,000. Equal partners **William S. Halpern** and **Louis N. Seltzer** co-own WCOJ Coatesville, Pa. Announced Jan. 13.

Charles Town, W. Va.—Arthur W. Arundel 1550 kc, 5 kw D. P.O. address Waverly Way, McLean, Va. Estimated construction cost $32,191.30, first year operating cost $58,700, revenue $65,000. Mr. Arundel is Washington news correspondent for UPI. Announced Jan. 14.

Existing Am Stations

ACTIONS BY FCC

KPER Gilroy, Calif.—Granted increase of power from 500 w to 1 kw, continuing operation on 1290 kc D; remote control permitted. Announced Jan. 14.

WWCC Bremen, Ga.—Granted increase of power from 500 w to 1 kw, continuing operation on 1440 kc D, without prejudice to whatever action Commission may deem necessary as result of final determination in re West Georgia Bcstg. Co. (WWCC). Announced Jan. 14.

WXLI Dublin, Ga.; WAYX Waycross, Ga.—Designated for consolidated hearing application of WXLI to change facilities from 1440 kc, 1 kw D, to 1230 kc, 250 w unl., and WAYX to increase daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w N; made WFRP Savannah, Ga., and KMAF Madison, Fla., parties to proceeding. Announced Jan. 14.

WGHM Skowhegan, Me.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1150 kc D; remote control permitted. Announced Jan. 8.

WPLM Plymouth, Mass.—Granted increase of power from 1 kw to 5 kw DA, continuing operation on 1390 kc D; engineering conditions. Announced Jan. 8.

KLOO Corvallis, Ore.—Granted change of facilities from 1340 kc, 250 w unl., to 1350 kc, 1 kw D. Announced Jan. 14.

WDXB Chattanooga, Tenn—Is being advised that application for renewal of license indicates necessity of hearing regarding overall programming operations. Comr. Craven concurred in part. Announced Jan. 8.

WTRB Ripley, Tenn.—Granted increase of power from 250 w to 1 kw, continuing operation on 1570 kc D; remote control permitted. Announced Jan. 8.

APPLICATIONS

KOBY San Francisco, Calif.—Cp to increase daytime power from 10 kw to 50 kw; install new trans. and make changes in daytime DA pattern.

KATY San Luis Obispo, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WJBO Baton Rouge, La.—Cp to change ant.-trans. location and install new trans.

WSPR Springfield, Mass.—Cp to increase daytime power from 1 kw to 5 kw; install new trans. and make changes in daytime DA pattern (change from DA-1 to DA-2).

KATL Miles City, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WNIA Cheektowaga, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (resubmitted).

WWON Woonsocket, R.I.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KEZY Anaheim, Calif.—Radio Orange County Inc., 1250 kc.

WPLK Rockmart, Ga.—Polk Radio, 1220 kc.

WSOK Savannah, Ga.—Fisher Bcstg. Co., 1230 kc. Changed from WFRP.

KSRA Salmon, Idaho—Snake River Radio & Tv Co., 960 kc.

WDLM East Moline, Ill.—Moody Bible Institute of Chicago, 950 kc.

WQDY Calais, Me.—St. Croix Bcstg Co., 1230 kc.

WCSR Hillsdale, Mich.—Baw Beese Bcstrs. Inc., 1340 kc. Changed from WBSE.

WKSK West Jefferson, N.C.—James B. Childress, 1600 kc.

WNCO Ashland, Ohio—Radio Ashland Inc., 1340 kc. Commission action changing call letters to WATG rescinded. Remains WNCO.

WGRP Greenville, Pa.—Greenville Bcstg. Co., 920 kc.

New Fm Stations

ACTIONS BY FCC

Phoenix, Ariz.—Voice of Arizona Inc.—Granted 101.3 mc, 4.5 kw. P.O. address Box 1974. Owner **William P. Ledbetter** is announcer-engineer **KMOP Tucson, Ariz.** Announced Jan. 14.

Pine Bluff, Ark.—Universal Bcstg. Corp.—Granted 92.3 mc, 3.2 kw. P.O. address Box 957. Estimated construction cost $12,045, first year operating cost $9,576, revenue $18,500. Applicant **B. J. Parrish** also owns KOTN Pine Bluff. Announced Jan. 14.

Arlington Heights, Ill.—John D. Morgan—Granted 92.7 mc, 1.0 kw. P.O. address 321 S. Drury Lane. Estimated construction cost $46,850, first year operating cost $12,000, revenue $19,500. Mr. Morgan, sole owner, is in advertising. Announced Jan. 14.

Albany, N.Y.—Capital Cities Tv Corp.—Granted 95.5 mc, 20 kw. P.O. address Box 10, Albany. Estimated construction cost $20,000, first year operating cost $1,000, revenue none. Applicant is licensee of WROW Albany and permittee of WTEN (TV) Albany, WCDB (TV) Hagaman, N.Y., and WCDC (TV) Adams, Mass. It also owns all of permittee of WTVD (TV) Durham, N.C. Announced Jan. 8.

Sandusky, Ohio—Lake Erie Bcstg. Co.—Granted 102.7 mc, 5.9 kw. P.O. address Box

1209. Estimated construction cost $13,908, first year operating cost $1,200. Applicant is licensee of WLEC Sandusky. Announced Jan. 8.

Madison, Wis.—Paul A. Stewart Enterprises—Granted 102.5 mc, 3.5 kw. P.O. address Box 504. Estimated construction cost $15,000, first year operating cost $9,000, revenue $10,000. Mr. Stewart, sole owner, is in insurance and real estate. Announced Jan. 14.

Staunton, Va.—American Home Bcstg. Corp.—Granted 102.5 mc, 0.5 kw. P.O. address Box 446 Staunton. Estimated construction cost $7,735, first year operating cost $7,075, revenue $7,220. **Lloyd Gochenour** (80%) and **Charles E. Heatwole** (20%) are with WAFC Staunton. Announced Jan. 14.

Existing Fm Stations

ACTIONS BY FCC

WNOK-FM Columbia, S.C.—Granted SCA to engage in functional music operation on multiplex basis. Announced Jan. 14.

KHGM (FM) Houston, Tex.—Granted SCA to engage in functional music operations on multiplex basis. Announced Jan. 8.

WFMR (FM) Milwaukee, Wis.—Granted SCA to engage in functional music operation on multiplex basis. Announced Jan. 14.

APPLICATION

WLIN (FM) Wausau, Wis.—Cp to change frequency from 100.7 mc, ch. 264 to 95.5 mc, ch. 238; change ant.-trans. location from on U.S. Highways 51 and 17, north of Merrill, Wis., to atop Rib Mountain, 4 miles southwest of Wausau, Wis.; change main studios from on U.S. highways 51 and 17, north of Merrill, Wis., to 714 5th St., Wausau, Wis.; increase ERP from 9.35 kw to 20.65 kw; increase ant. height above average terrain from 260 ft. to 1010 ft. and change station location from Merrill, Wis., to Wausau, Wis.

CALL LETTERS ASSIGNED

KATY-FM San Luis Obispo, Calif.—Sweetheart of San Luis Obispo Inc., 99.9 mc.

WLOB-FM Portland, Me.—Casco Bcstrs. Corp., 97.9 mc.

WFGM-FM Fitchburg, Mass.—Wachusett Bcstg. Corp., 104.7 mc.

WNCO-FM Ashland, Ohio—Radio Ashland Inc. Commission action changing call letters to WATG-FM rescinded. Remains WNCO-FM.

WTVN-FM Columbus, Ohio—Radio Columbus Inc., 95.5 mc.

WPIT-FM Pittsburgh, Pa.—WPIT Inc., 101.5 mc.

WNOK-FM Columbia, S.C.—Palmetto Radio Corp., 104.7 mc.

KFJZ-FM Fort Worth, Tex.—Tarrant Bcstg. Co., 97.1 mc.

Ownership Changes

ACTIONS BY FCC

KNAC-TV Fort Smith, Ark.—Granted transfer of control from **Harry Pollock** to **Donald W. Reynolds** (49% stockholder) who will pay $565,000 for remaining 51%. Comrs. Hyde, Bartley and Ford dissented. Mr. Reynolds, newspaper publisher, is permittee of KHAD-TV Laredo, Tex., and has controlling interest in KOLO-AM-TV Reno, Nev.; KLRJ-TV Henderson, Nev.; KFSA Fort Smith, Ark.; KBRS Springdale, Ark.; KHBG Okmulgee, Okla., and KORK Las Vegas, Nev. Announced Jan. 8.

WDSP De Funiak Springs, Fla.—Granted assignment of license to **Euchee Valley Bcstg. Co. (Marie F. Douglass,** president, widow of deceased, and 97% owner); no monetary consideration. Announced Jan. 14.

WZFM (FM) Jacksonville, Fla.—Granted assignment of license to **Irving Glick**; consideration $110,000. Announced Jan. 14.

WNOS-AM-FM High Point, N.C.—Granted assignment of licenses to **Charles E. Doss** (one-third owner of WROM Rome, Ga.); consideration $67,500 and agreement that **Garrett M. Allen,** station manager, will not engage in broadcasting business for three years within 15 miles of High Point. Announced Jan. 14.

WHEB Portsmouth, N.H.—Granted assignment of license to **Knight Bcstg. of New Hampshire Inc. (Norman Knight,** president); consideration $75,000 and agreement that seller will not engage in radio business for 10 years within radius of 50 miles of Portsmouth. Announced Jan. 14.

WJMO Cleveland, Ohio—Granted (1) renewal of license (2) assignment of license to **Tuschman Bcstg. Co.**; consideration $250,000; application to change trans. and studio locations 800 ft. from present site; engineering conditions. Announced Jan. 14.

WSRS-AM-FM Cleveland Heights, Ohio—Granted assignment of licenses to **Friendly Bcstg. Co. (Richard Eaton,** president and principal stockholder); consideration $306,000 plus agreement to pay **S. R. Sague,** president of assignor, $20,000 a year for five years as consultant and for agreement not to compete for five years within local area; conditioned that assignment not be consummated until assignee has disposed of its interests in WJMO-AM-FM Cleveland. Assignee also has interest in WOOK-AM-TV, WFAN (FM) Washington, D.C.; WSID-AM-FM, WTLF-TV Baltimore, Md.; WARK-AM-FM Hagerstown, Md.; WINX Rockville, Md.; WANT Richmond, and WYOU and WACH-TV Newport News, Va. Announced Jan. 14.

KTOW Oklahoma City, Okla.—Granted assignment of license to **KTOW Inc (W. D. Schueler,** president, has majority interest in KBRZ Freeport, and minority interest in KJIM Fort Worth, Tex.; **Paul E. Taft,** vice president, owns KHGM (FM), and has minority interest in KGUL-TV, both Houston, and KJIM; consideration $150,000. Announced Jan. 14.

WKMC Roaring Spring, Pa.—Granted transfer of control from **Carl W. Kensinger,** et al., to **Melvin H. Shaw,** et al.; consideration $54,000 for 90% interest. Announced Jan. 14.

WOKE Oak Ridge, Tenn.—Granted transfer of control from **Arthur D. Smith Jr.,** and **Carter M. Parham** to WATO Inc. (WATO Oak Ridge); consideration $80,238; conditioned that transfer not be consummated until transferee has disposed of interest in WATO. Announced Jan. 14.

KLYN Amarillo, Tex.—Granted assignment of license and cp from **E. Boyd Whitney** and **Arthur Leroy Nichols,** to **Radio KLYN Inc. (Giles E. Miller,** president); consideration $147,000. Announced Jan. 14.

KTET Livingston, Tex.—Granted assignment of license from **E. H. Whitehead** and **Tommie Cole Stripling,** to **E. J. Griffin Jr.**; consideration $12,500. Announced Jan. 14.

APPLICATIONS

KVOM Morrilton, Ark.—Seeks assignment of license from **Morrilton Bcstg. Co. (J. C. Willis** and **L. L. Bryan)** to **J. C. Willis.** Mr. Willis, present 90% owner, is purchasing Mr. Bryan's 10% interest for $5'000. Announced Jan. 13.

WAZA Bainbridge, Ga.—Seeks assignment of license from **Bainbridge Bcstg. Co.** to **Radio Bainbridge Inc.** for $50,000. Buyers are **J. W. Woodruff Jr.** (40%) who has interests in WRBL-AM-FM-TV Columbus, Ga. (30%) and WGPC Albany, Ga. (60%), Richard N. Hunter (40%) with Hollingbery, station representative, and others. Announced Jan. 13.

KSMN Mason City, Iowa—Seeks transfer of 100% of licensee **(Land O'Corn Bcstrs. Inc.)** from **Charles V.** and **Ruth B. Warren** to equal partners **Harry Campbell** and **Donald F. Blanchard** (employes of WLS Chicago) for $140,000. Announced Jan. 12.

KLUV Haynesville, La.—Seeks assignment of license from **Charles Edward Ray** to **Haynesville Bcstg. Co.** for $11,000. Buyers are **N. A. Parker,** Haynesville businessman; **Paul A. Newell,** attorney; and **K. Eugene Chance,** employe of KVNL Homer, La. Each owns ⅓ interest. Announced Jan. 13.

KGDE Fergus Falls, Minn.—Seeks assignment of license from **Fergus Radio Corp.** to **Northland Bcstg Corp.** for $100,000. Buyers are **Carroll E. Crawford** (80%) and **Kingsley H. Murphy Jr.** (20%). Mr. Crawford is in advertising and Mr. Murphy is vice-president and director of KRNT-TV Des Moines, Iowa. Announced Jan. 12.

WNLA Indianola, Miss.—Seeks assignment of license from **Central Delta Bcstg. Co.** to **Radio Cleveland Inc.** for $30,000. Buyer also owns WCLD Cleveland, Miss. Announced Jan. 13.

WTVD (TV) Durham, N.C.—Seeks assignment of cp from **Durham Bcstg. Enterprises** to **Capital Cities Tv Corp.** Corporate change. No control change. Announced Jan. 12.

WMUR-TV Manchester, N.H.—Seeks assignment of license from **Radio Voice of New Hampshire Inc.** to **United Television Co. of New Hampshire** for $450,000. **Richard Eaton,** beneficial owner of buyer, has interests in WOOK and WFAN, Washington, D. C.; WSID-AM-FM Baltimore, WARK-AM-FM Hagerstown and WINX Rockville, all Maryland; WANT Richmond and WYOU Newport News, both Virginia, and WSRS-AM-FM Cleveland. Announced Jan. 14.

KABR Aberdeen, S.D.—Seeks assignment of license from **Yankton Bcstg. Co.** to **Frank E. Fitzsimonds,** former manager of KBMB-TV Bismarck, N.D., for $80,000. Announced Jan. 13.

KHEN Big Spring, Tex.—Seeks assignment of license from **Elm Bcstg Corp.** to **Cobra Bcstg. Co.** Buyers are equal partners **Thomas E. Conner,** wholesale distributor of

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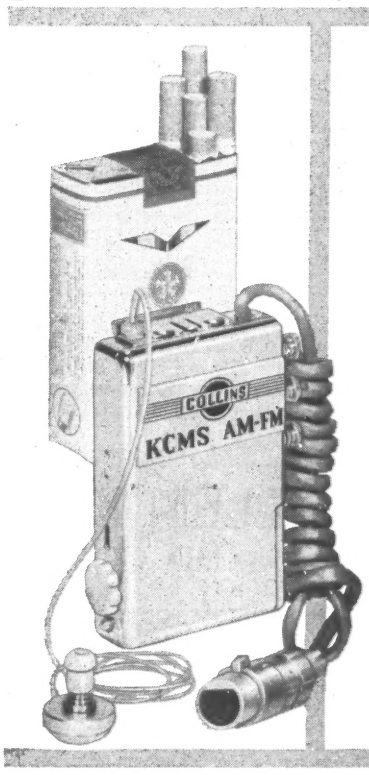

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automotive products and **Robert E. Bradbury Jr.**, manager of KPET Lamesa, Tex. Purchase price: $57,607.97, plus accounts receivable. Announced Jan. 12.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Dec. 1 initial decision and granted am applications of Alfred Ray Fuchs for increase of power of KTJS Hobart, Okla., from 250 w to 1 kw, continuing operation on 1420 kc, D, and KGFL Inc., to change facilities of KGFL Roswell, N. Mex., from 1400 kc, 250 w, U, to 1430 kc, 1 kw-N, 5 kw-LS, DA-N, and Joseph S. Lodata for new station to operate on 1420 kc, 1 kw, D, in Santa Rosa, N. Mex. Announced Jan. 14.

By order Commission adopted and made effective immediately Dec. 1 initial decision and granted application of Kenneth E. Shaw for new am station to operate on 1010 kc, 250 w, D, in Newport, N.H. Announced Jan. 14.

By order, Commission modified Nov. 18, 1958 initial decision to add that, "because it believes that it is contrary to public interest for participants in proceeding to preclude by private agreement future filing of applications which might involve improvement in service to public, Commission does not approve agreement made between James S. Rivers Inc., and F. Keith Brown insofar as said agreement would limit filing of any applications for new or improved service by any applicant in which Mr. Brown had interest," and adopted initial decision as modified and granted application of James S. Rivers Inc., to change facilities of station WJAZ Albany, Ga., from 1050 kc, 1 kw, D, to 960 kc, 5 kw, DA, D. Announced Jan. 9.

INITIAL DECISIONS

Hearing Examiner Forest L. McClenning issued initial decision looking toward (1) affirming June 4, 1958 grant of application of South Bay Bcstg. Co. for new Class A fm station (KAPP) to operate on 93.5 mc in Redondo Beach, Calif., and (2) terminating July 30 action which postponed effective date of grant and dismissing protests filed by Coast Radio Bcstg. Corp. (KPOL-FM) and CBS Radio (KNX-FM), both Los Angeles. Announced Jan. 8.

OTHER ACTIONS

Commission on Jan. 14 directed preparation of document looking toward denying request for oral argument but granting petition by Globe Newspaper Co. to extent of permitting that company to intervene (but only on issue No. 1 having to do with possible disqualification of one or more of the Commissioners) in Boston, Mass., tv ch. 5 remand proceeding involving applications of WHDH Inc. (WHDH-TV), Greater Boston Television Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Labs. Inc., for new tv stations. Comr. Craven not participating.

Majority of Commission on Jan. 14 directed preparation of document looking toward reaffirming Aug. 1, 1957 decision which reinstated and affirmed Nov. 2, 1955 grant to West Georgia Bcstg. Co. for cp for new am station (WWCS) to operate on 1440 kc, 500 w D, in Bremen, Ga., which had been protested by Carroll Bcstg. Co. (WLBB), Carrollton, Ga. On July 10, 1958, Court of Appeals remanded proceeding to Commission for further consideration.

By memorandum opinion and order, Commission dismissed petition by Television Diablo Inc. (tv station KOVR, ch. 13), Stockton, Calif., for reconsideration of March 5, 1958 grant of cp to Town and Country Bcstrs. to change facilities of fm station KJML Sacramento, from Class A station on 95.3 mc to Class B station on 106.5 mc. Announced Jan. 8.

By order Commission granted in part request by NAB, and extended time from Jan. 19 to Feb. 20 to file comments in rulemaking proceeding concerning changes in program sections of broadcast application forms. NAB had requested 60-day extension. Announced Jan. 8.

By order, Commission granted petition by Puget Sound Bcstg. Co. to extent of allowing counsel for Queen City Bcstg. Co. (KIRO), KXA Inc., Puget Sound Bcstg. Co. and Broadcast Bureau, each 30 minutes for arguments in oral argument in Seattle, Wash., ch. 7 tv proceeding scheduled for Jan. 30. Announced Jan. 9.

Brinkley Bcstg. Co., Tri-County Bcstg. Co., Brinkley, Ark.—Designated for consolidated hearing applications for new am stations to operate on 1570 kc, 250 w D. Announced Jan. 8.

F. M. & Television Corp., Escondido, Calif.; Norman E. Kay, Del Mar, Calif.—Designated for consolidated hearing applications for new am stations—**F. M. & Tv Corp.**—to operate on 1510 kc, 5 kw unl., DA-1, and **Kay** to operate on 1490 kc, 250 w unl.; made KBLA Burbank, KDB Santa Barbara, KPAS Banning, KWIZ Santa Ana, and KICO Calexico, Calif., parties to proceeding. Comrs. Craven, Ford and Cross voted to delete Issue 5.

Alkima Bcstg. Co., Howard Wasserman, West Chester, Pa.; Herman Handloff, Newark, Del.—On Commission's own motion, set aside Dec. 23 action which designated for consolidated hearing applications for new am stations to operate on 1260 kc, 500 w DA, D, and redesignated applications for consolidated hearing with presently specified partnership of Alkima and others herein.

Routine Roundup

By notice of inquiry, Commission invites comments by April 8 on advisability of authorizing daytime-only am broadcast stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later) in lieu of present sunrise-to-sunset requirement. In so doing, Commission cited certain problems and requested views and data on specific issues. Comr. Bartley concurred; Comr. Lee dissented (both issuing statements).

By separate memorandum opinion and order Commission denied Oct. 20 petition by Daytime Broadcasters Association Inc., insofar as it requested reconsideration and grant of its earlier proposal to permit such operation from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later), and dismissed that association's alternative proposal for authorization for operation from 6 a.m. or local sunrise to 6 p.m. or local sunset. Comr. Lee concurred.

Commission was not apprised of sufficient necessary facts to render decision on alternative request. Data elicited and obtained by inquiry may possibly warrant institution of rulemaking looking toward some form of extended hours of operation by qualifying daytime am stations. Announced Jan. 8.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Jan. 9

KIRX Kirksville, Mo. — Granted assignment of licenses to **Community Bcstrs. Inc.**

WRNB New Bern, N.C.—Granted assign-

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ment of licenses to **Jefferay Bcstg. Corp.**

KBCO (FM) San Francisco, Calif.—Granted assignment of cp to **Bay FM Bcstrs. Inc.**

KMVI-TV Wailuku, Hawaii—Granted license for tv station; ERP vis. 27.5 kw, aur. 13.7 kw; ant. 5,910 ft.

WHUN Huntingdon, Pa.—Granted license covering change of ant.-trans. location and changes in ground system.

WDOE Dunkirk, N.Y.—Granted license covering change from employing DA night and day to DA nighttime only (DA-2 to DA-N).

WGFS Covington, Ga.—Granted license covering change of ant.-trans. and studio location and changes in ant. and ground system.

WBEE Harvey, Ill.—Granted license covering installation new type trans. as aux. trans.

***KAMC-FM Stillwater, Okla.** — Granted mod. of license to change name to Radio and Television Service, Oklahoma State University of Agriculture and Applied Science.

***WWKS (FM) Macomb, Ill.**—Granted mod. of license to change name to Western Illinois University.

KPHO-TV Phoenix, Ariz.—Granted cp to change ERP to vis. 100 kw, aur. to 50 kw; change trans. location, type trans., type of ant., and changes in ant. system and equipment and programming; ant. 1,770 ft.

KJCK Junction City, Kan.—Granted cp to replace expired cp which authorized installation new trans.

KIWW San Antonio, Tex.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KPLA Plainview, Tex., to 6-30; WACL Waycross, Ga., to 4-12; KEVE Golden Valley, Minn., to 2-13; KPCS (FM) Pasadena, Calif., to 6-30; WRFK (FM) Richmond, Va., to 5-21, and KBIQ (FM) Los Angeles, Calif., to 3-25.

Actions of Jan. 8

KUSH Cushing, Okla.—Granted acquisition of positive control by Gordon R. Rockett through purchase of stock from Jack B. Sellers.

WGEA Geneva, Ala.—Granted acquisition of positive control by Miles H. Ferguson through purchase of stock from Howard E. Pill.

KUBE Pendleton, Ore.—Granted acquisition of positive control by John M. Carroll through purchase of stock from Robert Edgar Thomlinson.

Granted licenses for following am stations: WYRN Louisburg, N.C.; WCST Berkeley Springs, W.Va.; WBPD Orangeburg, S.C., remote control permitted; WELB Elba, Ala., and redescribe ant.-trans. and studio location.

WLNA Peeksville, N.Y.—Granted license covering installation of new trans as alternate main trans. at present location of main trans.; location redescribed as Radio Terrace, Town of Courtland, N.Y.

WDIX Orangeburg, S.C.—Granted license covering installation of new type trans.

WKIC Hazard, Ky.—Granted license covering change of facilities; ant.-trans. location, changes in ant. and ground system and installation new type trans.; remote control permitted.

WSEV Sevierville, Tenn.—Granted license covering changes in ant. system.

KFDX-TV Wichita Falls, Tex.—Granted cp to change aur. ERP to 70 kw, slight change in trans. site, 180 ft., no change in description, coordinates only, make changes in ant. system and other equipment and ant. structure; ant. 997 ft.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 14

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,286	47	110	603
FM	543	35	124	71
TV	432[1]	83	104	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 14

	VHF	UHF	TOTAL
Commercial	435	80	515[2]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

	AM	FM	TV
Licensed (all on air)	3,286	543	432[1]
CPs on air (new stations)	40	35	83
CPs not on the air (new stations)	114	117	104
Total authorized stations	3,440	695	666
Applications for new stations (not in hearing)	470	44	38
Applications for new stations (in hearing)	119	30	58
Total applications for new stations	589	74	96
Applications for major changes (not in hearing)	478	31	37
Applications for major changes (in hearing)	48	1	17
Total applications for major changes	526	32	54
Licenses deleted	1	2	1
CPs deleted	0	0	1

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

WOKS Columbus, Ga.—Granted mod. of cp to change ant.-trans. and studio locations to Phenix City, Ala., make changes in ant. system (decrease height) and ground system and change type trans.; condition.

KXXX Colby, Kan.—Granted authority to operate aux. trans. by remote control.

KEZJ Williamsburg, Ky.—Remote control permitted.

KUSN St. Joseph, Mo.—Remote control permitted.

WMAL-FM Washington, D.C. — Granted mod. of SCA to change sub-carrier frequencies to 26 and 65 kc.

KIWW San Antonio, Tex.—Granted extension of completion date to July 7.

Actions of Jan. 7

WYNN Florence, S.C.—Granted license for am station and specify studio location; remote control permitted; condition.

WSMI Litchfield, Ill.—Granted license covering changes in ant. system (add remote pickup ant.) and installation new trans.

WOAI San Antonio, Tex.—Granted license covering change of ant.-trans. location, make changes in ant. system (increase height) and ground system, and installation new trans.

WIP Philadelphia, Pa.—Granted license covering installation new main trans.; and license to use old main trans. as alternate main trans.

WQXR-FM New York, N.Y. — Granted authority to operate aux. trans. by remote control.

WYZZ Wilkes-Barre, Pa.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City, Okla., to 7-20 and KFMX-TV San Diego, Calif., to 6-23.

Actions of Jan. 6

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted cp for low power (0.2 w) aux. on 26.10-26.48 mc to be used with WERE, WERE-FM.

Actions of Jan. 5

KSLM Salem, Ore.—Granted mod. of cp to change type trans.

WBNR Beacon, N.Y.—Granted mod. of cp to change ant.-trans. and studio locations and type trans.

WREA East Palatka, Fla.—Granted mod. of cp to change ant.-trans. and studio locations, type trans. and make changes in ground system.

WAGR Lumberton, N.C.—Granted extension of authority to 4-4 to operate daytime hours only pending grant of daytime application on file.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled for hearing following proceedings on date shown: March 20 am applications of Brinkley Bcstg. Co., and Tri-County Bcstg. Co., Brinkley, Ark. Action Jan. 9.

By Hearing Examiner Annie Neal Huntting on dates shown

Granted request by Tri-County Bcstg. Co., Jerseyville, Ill., for continuance of prehearing conference now scheduled for Jan. 16 to 2 p.m., Jan. 21, in proceeding on its am application and that of Radio Missouri Corp. (WAMV), East St. Louis, Ill. Action Jan. 12.

Granted petition by Cairo Bcstg. Co. insofar as its appearance is accepted in proceeding on am applications of Tri-County Bcstg. Co., Jerseyville, and Radio Missouri Corp. (WAMV), East St. Louis, both Illinois. Action Jan. 13.

By Hearing Examiner J. D. Bond on Jan. 12

Granted petition by Oklahoma Television Corp., for continuance of further hearing

Continued on page 116

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RADIO

Help Wanted—Management

Aggressive manager wanted for top Mississippi station. Must have good sales background. Write, wire, phone Ross Charles, WDDT, Greenville, Miss.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Metropolitan market in southern New England area looking for aggressive, experienced salesman. Salary plus incentive. Will take over some existing accounts. Send resume and availability. Excellent opportunities for earnings and advancement with independent music and news station. Box 240H, BROADCASTING.

Salesman-announcer for 5 kw North Carolina station. Salary and commission. Prefer southern background. Box 302H, BROADCASTING.

Sales manager. Major central Ohio market. Top money and future for man who loves to sell. Box 376H, BROADCASTING.

Somewhere in the United States there is a young, ambitious salesman-announcer type of man that wants to get ahead. This man may have only announcing experience but will not waste my time for his. Excellent salary, possibilities on a percentage basis plus fringe benefits. Drifters, drinkers, and prima donnas not wanted. Box 401H, BROADCASTING.

Radio sales manager midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 423H, BROADCASTING.

Salesman-announcer. Idea man capable of doing morning show. Salary plus above average commission. Immediate opening. No floaters. KCHE, Cherokee, Iowa.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Florida. Announcer-salesman, the type who can sell refrigerators to Eskimos on the air and on the street. Prefer young, aggressive man with genuine interest in music and news format. Air mail tape, picture and complete resume WHIY, Orlando, Florida.

Solid radio salesman wanted to take over established account list. Highly successful 1 kw soon to go to 5 kw. Opening created by staff promotion. Full details to WMIX, Mt. Vernon, Illinois.

See **our ad** under technical. WOKJ.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Modern radio's outstanding chain expanding. Number one station top ten market adding live-wire, fast-paced announcers, hard-hitting salesmen. Rush tape, snapshot, data. General Manager Box 133H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Wanted: Experienced announcer for kilowatt daytimer in Chicago area. 48 hour week guaranteed minimum. Paid insurance, vacation and other fringe benefits. "Local" operation. No disc jockey, top 40 operation. Write giving full details and send tape with letter. Box 271H, BROADCASTING.

Wanted: Topnotch announcer for major role in 1000 watt Pennsylvania daylight station. Good pay for right man! Send all first letter. Box 285H, BROADCASTING.

North central independent needs competent, experienced newsman to report four news programs per day, 5½ day week. Permanent. Box 290H, BROADCASTING.

Wanted. Good announcer with selling experience. Immediate opening, permanent position. Salary commensurate with experience. Box 317H, BROADCASTING.

Progressive station in large southern market is looking for 3 top girl disc jockeys. Girls we seek must be attractive, have good personality, and be able to run top personality disc jockey shows. Good salary and excellent working conditions. Rush pictures, tape and complete background to Box 327H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Morning dj wanted one of fifteen top major markets. Starts $15,000. Box 398H, BROADCASTING.

Staff announcer for varied duties including news and sales. Wages open based on ability and experience. Box 404H, BROADCASTING.

KBUD, Athens, Texas seeking experienced, mature announcer. $325.00 month.

Experienced announcers for fast growing chain with openings in Fort Worth and Oklahoma City. Good voice, news experience, run own board, must sell a commercial. Salary open with fringe benefits. Send tape, resume and expected salary to KJIM, Box 7321, Fort Worth 11, Texas.

Immediate opening: Two good experienced non-personality announcers for top-rated music-and-news NBC affiliate. Contact Gordon Clark, KRYS Radio, Corpus Christi, Texas.

Play-by-play sportscaster for recreated baseball for ball season or fulltime by doubling in sales or announcing. Send tape illustrating real or simulated partial game recreation. Outline experience, marital status, salary requirements, references. Can arrange west coast interview. Outstanding opportunity in world's loveliest location. Contact Fin Hollinger, KPOA, Honolulu.

Have immediate opening for first class phone-combo deejay. Need tape and resume. Good salary and working conditions. KWBB, Wichita, Kansas, P.O. Box 486. Phone TEmple 8-3331.

Eastern North Carolina station needs experienced announcer immediately. Good future for right man. Send full information to Lee Hodges, WCPS, Tarboro, N. C.

Help Wanted—(Cont'd)

Announcers

Florida top music station wants full time disc personality. Send tape full information WDVH, P.O. Box 289, Gainesville, Florida.

Florida. Top-notch dj who knows modern radio from top to bottom. Personality and experience necessary. Air mail tape, picture, resume, WHIY, Orlando, Florida.

Up-temple station with employee benefits, and a six hour night shift, dj and news starting at 6:00 p.m. at $80 weekly. You must have two years commercial experience, the ability to gather local news by phone and put together a pleasant music show. Send tape of dj work, news and commercials, including resume and picture. Sorry, no tapes will be returned. Tape must be at WICH no later than January 23. Work begins immediately. No phone calls, send all replies to Art Bouldin, WICH, Norwich, Conn.

Want personality dj ready for immediate move into major market top 40 operation. Rush tape and resume of experience to Dale Moudy, WING, Dayton 2, Ohio.

Disc jockey gags—three books plus brochure of hints for comedy chatter. $5.25 postpaid. Used and recommended by top Chicago deejay, Del Clark. DeBu Features, 20 East Huron, Chicago 11.

Need now! Top-flight, sincere-sounding, friendly, lively, air personality. Only pro wanted. Smaller market man ready to move up to one of nation's top 30 markets acceptable if your tape shows us right sound. Send tape, picture, letter to Radio Station Southern Hotel, Columbus, Ohio.

Technical

Single, mature, responsible, experienced and congenial first-class engineer with car who can announce reasonably well. Do some announcing, some maintenance, some supervisory work. Not for married men. We want man with initiative to become important part of organization as assistant chief engineer at southeastern mountain-top location. Board and room provided, making salary equivalent high. Write Box 313H, BROADCASTING.

Top Montana station needs chief engineer. Excellent opportunity for well qualified man. Must be able to handle directional pattern, remote control, maintain all broadcast equipment. Excellent working conditions and salary. Previous experience as chief necessary. Forward particulars and references to Box 399H, BROADCASTING.

We are at 250 with early possibility of increasing power. Our physical set-up could be engineers dream. To make it one we need an engineer-announcer to take over, correct a few minor problems and be his own boss. Know how and a desire to try are most important. We are located in Waycross, Georgia, friendliest city in the south. Your future here your own. Start at $100.00 a week. Call AT 3-7100.

Immediate opening for chief engineer for one of Montana's leading stations. 250 watt RCA equipped with alternate main transmitter. Good pay. Good working conditions. Excellent medical hospital, pension plan. Contact I. A. Elliot, Manager, KATL, Miles City, Montana.

Need young, energetic, experienced first phone engineer who can also sell or do office work. Good pay and future. Al Evans, WOKJ, Jackson, Mississippi.

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Help Wanted—(Cont'd)

Technical

First class engineer, assist chief. 10 kw directional. State experience, salary. WPGC, Washington 19, D. C.

WQIK, Jacksonville, Florida, going to 5000 watts, needs engineer-announcer who can handle installation, maintenance and short announcing shift. Salary open for the right man. Contact Marshall Rowland, WQIK. Jacksonville 6, Florida. Phone ELgin 4-4501.

Production-Programming, Others

Like production work, writing and producing jingles commercials, etc? Enjoy announcing for a modern music station? Join one of Michigan's great radio stations. Plenty of employee benefits, plenty of opportunity if you're our man. We need him now, so act fast. Send complete details including salary expected to Box 276H, BROADCASTING. No tapes. Personal interview absolutely necessary.

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 362H, BROADCASTING.

News director, midwest metropolitan station. Must know how to stress local news in rapid fire modern style. Excellent production aids, beeper phones, mobile unit available. Send tape, photo, background. Box 378H, BROADCASTING.

Modern radio producer-director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Progressive station in upper midwest needs top am and tv news man and tv traffic-copy. Stable, growing market. Excellent schools, housing, churches available. Company pension and hospitalization plans. Excellent opportunity for advancement. Send complete details and photo immediately. Box 396H, BROADCASTING.

Newsman with ability to do more than routine news. We want man who can develop stories, write features, do personality interviews, present news from different angles. We're a Pennsylvania small market but we are trying to be different than the usual small market station. Prefer man who can announce well enough to present major newscasts. Send details of experience, recent snapshot or photo, salary requirements and any other pertinent information to Box 403H, BROADCASTING.

Attention all livewire pd's we need soonest formula, production type pd for medium market 5 kw group station to help No. 1 salesstaff make this No. 1 in a three station market. Send background, photo and tape. Box 415H, BROADCASTING.

Copywriter—good opportunity with top five kw station for experienced young man alert to todays exciting radio. If you can produce strong, hard-sell copy, send samples, photo and application to WFDF, Flint, Michigan.

Experienced newsman needed immediately in fully equipped radio newsroom. Good wages, many fringe benefits. Must gather, write and broadcast news. Write or phone WTTH, Port Huron, Michigan.

RADIO

Situations Wanted—Management

Sales manager for combination local, national, regional assignment. Proven record. Box 250H, BROADCASTING.

General manager—Expert in formula radio. Wants large market station. Running top formula station medium market 3½ years. Box 256H, BROADCASTING.

Manager available, strong on sales, presently employed large market. Married, community minded, will make you money. Box 369H, BROADCASTING.

Manager—Presently employed manager of leading 5 kw earning 30% on gross sales in metropolitan market over 400,000 desires greater income for efforts. Prefers stock or percent of earnings as incentive. Exceptional abilities in sales, programming and finance. Box 370H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

If you need a miracle man, don't answer this one. But, if you need someone with maturity, experience and capability to relieve you of many of the details of departmental supervision, "Write". Sixteen years of management, thirty years of radio. Present location being sold. "Write". Box 374H, BROADCASTING.

Manager, now employed has twelve years experience. Mature man with proven ability to build a profitable station. Family man, stable, two and a half years with present station. Interested in any good opportunity. Prefer a new station in the south. Box 380H, BROADCASTING.

General manager, 9 years from ground up. Family man, college graduate, first phone, fine references. Box 381H, BROADCASTING.

California stations: Successful manager must leave New England climate. Excellent record all phases radio-tv-fm. Good setup now but family's health comes first. Write for details and resume. Box 407H, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 42. Confidential. Box 409H, BROADCASTING.

Idea man, in seven years of radio, I've been pd, dj, salesman, announcer, now want manager. New format radio ideas. Presently salesman-dj, metropolitan market. Box 411H, BROADCASTING.

Commercial manager—Still employed as commercial manager and top producer over 10 years same radio station. Very successful in highly competitive multiple radio-tv 75,000 southwest market. Reached peak present position. Move necessary for continued progress. Fully capable all phases management or commercial management. Will furnish business and personal references. Box 413H, BROADCASTING.

Will invest in or manage small market station. Excellent sales manager, pd record established four new stations. Pavement pounding, account grabber. Married, college, 34, ready. Box 417H, BROADCASTING.

Owners. Got an operation that needs management efficiency. 10 years mature radio experience by Chicago area family man. Let's localize your property for profit. Box 419H, BROADCASTING.

Manager seeks position with organization wanting an ambitious man under 40. Modern radio my meat. Results your reward for contract with me. Box 435H, BROADCASTING.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 226H, BROADCASTING.

Salesman-announcer. Interesting background in and out of radio. Experience all applicable. 35, married, 2 children. Box 379H, BROADCASTING.

Result radio my speciality. Seven years radio sales and dj. Desire management opportunity. Box 412H, BROADCASTING.

Engineer-announcer, with first ticket, now employed as sales manager wants smaller market. Send replies to 208 W. 87th, Virginia Beach, Virginia.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Announcer, mature. Sales minded. Good related background. Operate board. Cooperative. Box 225H, BROADCASTING.

Negro deejay, smooth patter, smart production; handle controls. References. Tape. Box 228H, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks. Cooperative. Reliable. Box 230H, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Women's programs — announcer-writer-director, good general background. Cooperative, versatile. Box 231H, BROADCASTING.

Girl-dj announcer. Run own board. Can sell too. Eager, capable—production, publicity, promotion. Steady, no bad habits. Box 232H, BROADCASTING.

Gospel programs, announcer/producer. Good background. Capable commercial staff duties. Box 247H, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 248H, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy production. Box 280H, BROADCASTING.

Announcer-dj. 2 years experience. Run own board, go anywhere. Box 286H, BROADCASTING.

Available immediately, experienced announcer, also program. Prefer south, married, 32. Box 333H, BROADCASTING.

Announcer—Experienced. Also sales, service, production-writer. Radio-tv. Good news, sports, commercials. Industrious, enthusiastic. Draft exempt. Box 343H, BROADCASTING.

Woman announcer, 25, experience, copywriter, service accounts, office work, control board. Box 357H, BROADCASTING.

Announcer: 12 years experience all phases, radio and television. CBS network, news and staff. Major market dj. East. Box 359H, BROADCASTING.

Top metropolitan northeastern announcer-pianist, 22 years in two excellent stations. Box 360H, BROADCASTING.

Attention program directors. Do you want a new sound at your station? My name is John. Born in England, 5 years in road shows, recent dj graduate. Have good show and will travel. Tapes forwarded on request. Box 361H, BROADCASTING.

Announcer, knows serious music, pop. Experienced newsman. Married, 26. Seeking job with medium-sized station, am or fm New York-New Jersey-New England. Good references. Prefer personal interview. Box 367H, BROADCASTING.

Announcer, 1st phone, 29. Employed. 5 years varied experience. Family man, reliable, conscientious. Looking for permanency and future in west or midwest. Box 371H, BROADCASTING.

Announcer, 6½ years experience seeking progressive station. Can and has done everything. Box 375H, BROADCASTING.

Announcer-college, married, presently employed in well-known New England station. Six years radio, two years television all phases. Prefer northeast, will consider other. Box 377H, BROADCASTING.

DJ announcer. Young, some experience, willing to travel. Tape and resume on request. Box 386H, BROADCASTING.

Relaxed voice—one year experience, run own board, seeking evenings or milkman, will travel. Box 387H, BROADCASTING.

An aggressive top-notch, idea filled program director. One to take charge of your programming and give it a "shot in its commercial arm", major market experience. Top-rated air personality, too. Will travel. Available almost immediately. Box 388H, BROADCASTING.

Country music first love! DJ, versatile. Guitar. Staff announcer. Third, no youngster. Permanency desired. Box 392H, BROADCASTING.

Relaxed type delivery, perfect nite or all nite. News, experienced. Box 394H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Deejay, professional. Three years experience. Can capture and entertain an audience on personality station. Tape, resume, references. Box 397H, BROADCASTING.

Experienced newsman-announcer. Desires news and/or dj work. Adaptable style. Prefer west-east coasts. College graduate. Musician. Box 400H, BROADCASTING.

Recent graduate professional radio school. Versatile announcer excels in sports. Prefer small market in northeast. Box 406H, BROADCASTING.

DJ 3 years with top Daytona Beach station wants to stay in Florida. Box 410H, BROADCASTING.

Announcer-versatile: In all phases of broadcasting. Married, draft free. Box 416H, BROADCASTING.

Production minded announcer. Experienced. Thirteen months New York market. Authoratative news voice. News, commercial writer. Pleasant dj voice. Cooperative, can take orders. Operate board. Box 420H, BROADCASTING.

Mature, married, classical-music, opera specialist. Good music dj-announcer-newscaster. European experience, diploma graduate radio-television New York University. Hundred minimum. Resume, tape. Box 425H, BROADCASTING.

Night-dj, young, experienced, free to travel. Tape and resume. Box 426H, BROADCASTING.

Top personality for top position. A.B. degree, 5 years solid commercial experience. Handle any format. Presently employed seeking more challenging and more attractive future. Intelligent, authoritative news and persuasive commercial delivery. 23 years old, single, no bad habits. Completed military obligation. Best references. Available three weeks. Box 429H, BROADCASTING. Recent photo, tape, resume.

Colored announcer-dj experienced, versatile, excellent background, have family. Will travel. Tape. Box 433H, BROADCASTING.

Announcers with talent, youth, and ambition. Go together or separate. Will travel. College grads with experience in all phases. Box 434H, BROADCASTING.

Personality dj top's in my market. I play the current hits. Easy warm style makes friends. Now making $5,000. Box 437H, BROADCASTING.

Six years experience in all phases of radio, two years college, young, single but steady, run own board. Interested in promotion-minded station. All replies answered. Will travel anywhere. Box 663, Gary, Indiana.

Experienced woman announcer - continuity writer. Excellent references. Upper midwest preferred. Lois Dietz, Nashua, Iowa.

Six years experience. First phone Rhyming deejay. Remotes a specialty. Special events, mobile news. Dale D. Leitzman, 1308 Fifth St., Coachella, Calif.

Young announcer specializing in sports and dj. Audition tapes available. Write Arnie Mann, 221 East Second Street, Brooklyn 18, New York.

Sports, staff announcer-pd, play-by-play, 6 years experience, college graduate, 24, married, dependable, top references. Charles Phillips, 1314 Bihlman Dr., Portsmouth, Ohio, phone EL 3-6905.

Negro disc jockey news and sports, good on commercials, supervising experience. Will relocate. Make satisfactory offer. William Walker, P.O. Box 33, Soundview Station, Bronx, New York. Tivoli 1-8267.

Technical

Dependable engineer, 10 years broadcast experience, also manufacturing. 45 years old. J. Benonis, 653 Beatty St., Trenton, N.J.

Situations Wanted—(Cont'd)

Technical

Chief engineer—Experience 5k am directional high power fm, multiplex, remote control installation, maintenance, supervision. Age 40. Best references. Box 422H, BROADCASTING.

Production-Programming, Others

Experienced program manager, 6 years radio. Presently employed. Excellent air man. Box 368H, BROADCASTING.

Experienced disc jockey, newsman: young, alert, ambitious. Middle Atlantic-New England states only. Box 382H, BROADCASTING.

Put the difference in your sound, make your station top rated in area. PD with 20 years experience seeks challenge with potential. Presently drawing $8,000 in ¼ million market. Write Box 390H, BROADCASTING.

Experienced program director, nineteen years broadcasting experience including last eighteen months in television as public affairs director. Seeks position with forward-looking station stressing program originality and community relations. Excellent references. Background and tape on request. Box 402H, BROADCASTING.

My offer-reliable, sober, industrious news or program director. 10 years experience, all phases. Eye on eventual managership. Small midwest community. Any takers? Box 418H, BROADCASTING.

News-sports director. Gather, write, edit, play-by-play. Desires larger station. Family. References. Presently employed, WKAI Radio. Available 2 weeks notice. Contact Bob Zerkle, Macomb, Ill. TEmple 6-5833.

TELEVISION

Help Wanted—Sales

Sales position open with top network station in upper south. Excellent list of accounts with big dollar volume to the man qualified to service these customers. Promotion in sales department makes this spot open. Salary guaranteed and attractive commission arrangements, starting with first dollar in sales. We want a man who will be unhappy with less than $8,000-$10,000 in 1959. We have no maximum. Living and working conditions excellent, good schools and churches of all faiths. Television market exceeds 400,000 sets. Will consider radio experience with A-1 sales record. We will teach you television. This is a character station with good rates, policies. Write all about yourself, family and experience. Send snapshot if one available. Do not delay writing Box 330H, BROADCASTING.

TV salesman. Opening on local sales staff of WISH-TV, Indianapolis. Excellent opportunity for top quality, experienced salesman. Send full details to Joseph E. Lake, Commercial Manager.

Technical

Transmitter engineer first phone, experience with RCA uhf equipment essential. Midwest station. Excellent opportunity for right man. Send complete resume and recent photo. Box 364H, BROADCASTING.

TV transmitter supervisor for mountain top DuMont installation. Must have experience. C. E., WPTZ, Plattsburgh, New York.

TV engineers with 1st class license. Experience with 50 kw G.E. equipment desirable. Contact Michigan State University Personnel Office, East Lansing, Michigan.

Production-Programming, Others

TV program director, opportunity to demonstrate imagination in terms of creative television at expanding, progressive midwest station. State tv experience and tv production and theories, plus salary range. Box 393H, BROADCASTING.

Creative commercial copywriter, experienced in tv and radio. Position open March 1. Excellent opportunity with top operation. Mail complete details with sample work to Program Director, KRNT, Des Moines, Iowa.

TELEVISION

Situations Wanted—Management

Station manager—21 years in broadcasting industry, two firms, last 6 years as tv station manager, active civic and industry affairs. 45 years old, family man. Box 356H, BROADCASTING.

Communications attorney, broad television and radio station experience, including sales. Box 408H, BROADCASTING.

Sales

Aggressive, personable, creative salesman. Excellent television background. For resume write Box 311H, BROADCASTING.

Radio-tv sales executive desires affiliation with major-market station. Excellent references. 10 years same station. 16 years experience. Write Box 358H, BROADCASTING.

Announcers

Newscaster. 10 years Ohio. Gather, write, air. Special events. Sports. Box 337H, BROADCASTING.

Want kiddies cartoon show, or news, six years radio. Dale Leitzman, 1308 Fifth St., Coachella, Calif.

Technical

11 years experience. Planning maintenance and construction. 7 years supervisory. Northeast preferred. Box 389H, BROADCASTING.

First phone, 28, married, technical training, need experience, desire security in radio or television. Box 395H, BROADCASTING.

Chief of small tv station wants opportunity in larger operation. Experienced am, uhf, vhf maintenance and construction. Box 414H, BROADCASTING.

Production-Programming, Others

Experienced newsman: Now heading vhf-am newsroom. Consistently ahead with regional, national news. News-in-depth specialist. Seeking news directorship or good staff job. Member RTNDA, NPPA. Authoritative delivery, top references. Box 303H, BROADCASTING.

Newscaster-newsman-photographer desires new position. 9 years experience includes daily tv show plus radio newscasts, newsbeat, 16mm camera, mobile unit, remotes. Veteran, 31, college degree. Excellent references. Tape, pic/kine upon request. Box 324H, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective February 2, 1959, all Classified FOR SALE-STATIONS advertising from individuals or brokers must be in the form of display advertising, minimum one inch (2¼" wide by 1" deep).

The one time rate for an inch display, is $20.00. The 13 time rate is $19.00. The 26 time rate is $17.50. The 52 time rate is $15.00 per inch. Proportionate inch rates apply for larger units. (Example: 1½" display on the one time rate costs $30.00.)

If proofs are desired before publication, the deadline is 10 days in advance of Monday publication. Otherwise, final deadline is 7 days in advance, no proofs.

Situations Wanted—(Cont'd)

Production-Programming, Others

Director-medium to large market. Presently employed. Five years all facets of production, studio and remote. Proven top organizer, worker; creative, flexible. Best references. Family, college, 32. Box 339H, BROADCASTING.

Producer-director. Family. Presently employed. Capable young man, imaginative, personable and thoroughly experienced all phases production, desires position similar capacity with progressive organization. Excellent references. Box 372H, BROADCASTING.

Skilled young man desires any tv production assignment, camera, floor manager, audio, etc. East only. Box 383H, BROADCASTING.

Need teen show? Kids show? Women's feature? Specials? Live productions. All kinds. S-V Productions. Box 430H, BROADCASTING.

Production. Producer-director, public relations, promotion, performer. 7 years all facets of telecast. Proven top organizer, creative, flexible. Finest references, married, veteran, resume. Box 436H, BROADCASTING.

FOR SALE

Stations

Southwestern 500 watt daytimer, single station market. Over 500 retail businesses; equipment only two years old. Excellent opportunity for owner-manager. $40,000 cash for quick sale. Box 266H, BROADCASTING.

Operator of am station seeks backing for fm installation west coast major market. Box 365H, BROADCASTING.

Excellent low frequency daytime station in large southern market. Station has unlimited potential. Price $185,000 with $60,000 down and balance on long term payout. Building and land included in selling price. Only financially qualified replies will be answered. Box 366H, BROADCASTING.

Pacific northwest. 250 watts. Ideal for owner-operator. Operating in black. $15,000 down. Terms. Box 421H, BROADCASTING.

KCHS this week at $45,000, fourth down, good terms, write Box 351, Truth-or-Consequences, New Mexico.

Oklahoma single-market regional daytimer. $60,000. 29% Down. Patt McDonald, Box 9322, Austin, Texas. Gl. 3-8080.

California. Southern-market kilowatt $150,000.00 terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Texas single-market fulltimer. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. Gl. 3-8080.

Westcoast stations. Prices ranging from $90,000.00 to $175,000.00. Terms. Wilt Gunzendorfer and Associates. 8630 W. Olympic, Los Angeles.

Southern metropolitan vhf television station, 51 per cent for $1,000,000; terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Southwest single-market daytimer. Making money. A nice property at $77,000. 29% down, 10 years payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Rocky Mountain large market $500,000, terms; small market, $56,000 for 51% interest. Chapman Company, 33 West Michel-torena, Santa Barbara, California.

Southwest regional daytimer. Single market. Profits over $1,000 monthly. $60,000. 29% down, 5 years payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

FOR SALE

Stations—(Cont'd)

New England monopoly market station, one-half interest $20,000. Chapman Company, 1270 Avenue of Americas, New York, N.Y.

Southwest fulltimer. Top secondary market. $77,000. 29% down, 10 years payout. Patt McDonald. Box 9322, Austin, Texas. GL 3-8080.

Equipment

Ampex tape machine, complete — model # 350, rack mounting, full track heads, 3 years old, excellent condition. Contact Howard Haman, General Manager, KXOA Radio, P.O. Box 3094, Sacramento 15, Calif.

1—3 kw G.E. fm transmitter, complete, $6,500. 2—10 kw G.E. fm amplifiers—no power supply, $2,000 each. Magnecorders—8 hr. tape players, $350 each. 1—Collins 4 Bay antenna with deicers—low band $1,250. 250 watt—W.E. am transmitters $450 each. Contact WCLM, 333 North Michigan Ave., Chicago, State 2-4872.

Auricon model 70 200 ft. camera one inch F1.9 Eastman lens. Highly modified N.R. 25 type amplifier. Snd. track bias reverse for positive track on neg. film and normal. Individual two mike inputs. Mike, 25 ft. cable Auricon tripod with pan head $700.00. Write or call for details. Thom Pigneguy, Film Director, WTVO-TV, Box 470, Tel. 3-5413. Rockford, Illinois.

Andrew multi-v transmitting antenna fm type 1302-2 and 160 ft. tower. Make us an offer. Call LO 4-4181 in Nacogdoches, Texas.

Magnecorders 5th and 12th issues sold out! Suite 2, 511 So. 5th Street, Las Vegas, Nevada.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

AM radio station low-band frequency, 1 kw or more of power covering one of the top U.S. 15 markets. Send full details, price, coverage, power and assets. All information will be held in strict confidence. Box 160H, BROADCASTING.

Purchasing group requires station within 200-mile raduis of Philadelphia, presently operating in/or near black. Daytimers considered. Box 373H, BROADCASTING.

Responsible party wants southeast small market am station or cp. Box 385H, BROADCASTING.

$18-$20,000 ready for downpayment on station. All situations considered. Will deal in confidence, move fast. Box 427H, BROADCASTING.

Group with capital interested in purchasing small radio station within 50 mile radius of New York City. Confidences maintained. Box 432H, BROADCASTING.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

1 kw fm transmitter, good condition. With transmission tower, antenna, frequency and modulation monitors, tuning unit. State price and condition. Box 391H, BROADCASTING.

Urgently need 5-10 watt working 940 MC Audio STL, receiver, cable and antennas. Box 405H, BROADCASTING.

New or used, in excellent condition, console with minimum eight channel. Box 424H, BROADCASTING.

Used proof of performance package. Cheap. Okay if needs small repair. WKBL, Covington, Tennessee.

BUSINESS OPPORTUNITY

Want several investors of 5 to 10 thousand cash to join in 5th am of top-hundred market. Permit already issued. Need more cash for progessive operation. Now building. Box 312H, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

TV tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete Course and Construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher, G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

Introductory offer! Over 1000 riotous air-worthy gag-lines $3.00! Edmund Orrin, 1819-E. Golden Gate, San Francisco 15, California.

TELEVISION

Help Wanted

Sales

EXPERIENCED
TV FILM SALESMAN
WANTED

Leading film company needs man to cover Ohio, Indiana, Kentucky. Applicant must be familiar with territory and live in it. Portfolio of new shows and reruns. Draw plus expenses. Send resume.

Box 223H, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED TOP-NOTCH

TELEVISION

PROGRAM DIRECTOR

For top-notch midwestern major network basic television station. Successful applicant must be thoroughly experienced and presently employed as a program director, or assistant program director in a good sized market and operation.

Successful applicant must know news production and be able to furnish news thinking and drive for a high geared news operation, have a thorough knowledge of film editing, camera, and film lab operations, he must have a successful history of sensible live spot and program production, production generally must be one of his strong suits, a strong individual in personnel administration to get the job done, a good coordinator and able to perform administrative functions of the department effectively and efficiently, and a man who is not afraid of hard work and long hours necessary to conduct a top-notch program operation.

We will only consider married, stable, and settled applicants—age is no object. Good pay, opportunity, security, hospitalization and life insurance and vacation.

Our personnel know of this ad and please do not reply unless you can meet the above qualifications.

Box 431H, BROADCASTING.

RADIO

Situations Wanted—Management

PROGRAM MANAGER

Top-level creative man available to head programming or manage quality station with varied programming. Eleven years in major market as program manager, public relations executive, newscaster, announcer. Best references. So-called "modern" or "formula" stations need not apply. Call, write or wire:

Roy A. May, 3745 Lindell Blvd.
St. Louis 8, Mo. JEfferson 3-4778

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Equipment

WE WILL GIVE FREE

265′ of the top section of a 451′ television tower made by Truscon, Type 30, triangular based, located in midtown Charleston, South Carolina. Erected June, 1953. Tower now carried RCA 6-bay television antenna. 265′ sections are 17′9″ at the triangular base.

THE DEAL

1. You take down, and place on horses which we supply, RCA 6-bay television antenna and approximately 880′ of 3⅛″ co-axial cable (the cable to be stored at the base of the tower).
2. You take down and remove 265′ of the top supporting sections of the steel tower. We will give the 265′ of steel only to the party, or parties, taking down the antenna, the 265′ of steel and the co-axial cable. We keep the antenna and co-ax.
3. You are to accept full responsibility for all work, carrying necessary liability, workmen's compensation, and all risk insurance, and to pay wages of workmen.
4. We offer full cooperation of our staff. Our insurance will not permit our people to cimb the tower.
5. Available on or about February 15, 1959.
6. All information taken from Truscon steel contracts.
7. For further information contact Rudolph Hughes, Chief Engineer, WCSC-TV, 485 East Bay, Charleston, South Carolina. Telephone RAymond 3-8371.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝″, 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

PERSONNEL SERVICE

Looking for . . .
QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
WIsconsin 7-6322 (Phone for appointments)
(Enclose return postage with tapes)

WANTED TO BUY

Principal wants to buy station in eastern time zone. $125,000 to $200,000 gross billing. Single station market or Number 1 in 2nd or 3rd station market. Present management can be retained. Immediate deal possible.

Box 438H, BROADCASTING

WANTED

By fast growing independent organization. A morning man and an afternoon man. Storz type operation and only top men apply. All tapes will be personally auditioned and returned. Please send full information and salary requirements.

Box 298H, BROADCASTING

from Jan. 12 to Jan. 16, in New Orleans, La., tv ch. 12 proceeding.

By Hearing Examiner Thomas H. Donahue on Jan. 12

Granted petition by Truckee Bcstg., Truckee, Calif., for leave to amend its am application to specify 1400 kc in lieu of 1270 kc and application as amended is removed from hearing.

Granted joint motion by Pan American Radio Corp., Tucson, and Vernon G. Ludwig, Benson, both Arizona, for extension of time from Jan. 15 to Feb. 18 to file proposed findings and briefs in proceeding on their am applications.

On motion by Tri-County Bcstg. Co., Laurel, Md., extended time for filing corrections to transcript of hearing on its am application, et al., from Jan. 2 to date contemporaneous with filing of proposed findings.

On motion by KGB San Diego, Calif., made changes in dates governing future steps in proceeding on its am application, et al., as follows: Jan. 5 to Jan. 19 for exchange of engineering exhibits; Jan. 15 to Jan. 29 for engineering conference; Feb. 2 to Feb. 19 for further prehearing conference and Feb. 5 to Feb. 24 for hearing.

By Hearing Examiner Herbert Sharfman on Jan. 12

Continued hearing from Jan. 19 to Jan. 26 at 11 a.m., on applications of Tomah-Mauston Bcstg. Co. Inc. (WTMB), Tomah, Wis.

By Hearing Examiner Isadore A. Honig on Jan. 12

Granted petition by Dale W. Flewelling, Sacramento, Calif., for leave to amend his fm application to specify operation on 98.5 mc in lieu of 102.5 mc and application as amended is removed from hearing and returned to processing line; retained in hearing status application of KROY Inc., Sacramento.

By Hearing Examiner Millard F. French on Jan. 13

On request by Huntington-Montauk Bcstg. Co., Huntington, N.Y., extended time from Jan. 15 to Jan. 22 for filing of reply findings in proceeding on its fm application and that of The Riverside Church in the City of New York, New York, N. Y.

By Hearing Examiner Millard F. French on Jan. 9

Scheduled further prehearing conference for Jan. 15 in Lake Charles-Lafayette, La., tv ch. 3 proceeding.

By Hearing Examiner Charles J. Frederick on dates shown

Rescheduled hearing now scheduled for Jan. 12 for Jan. 15 in proceeding on am application of Kenneth G. Prather and Misha S. Prather, Boulder, Colo. (Action 1/8).

Granted petition by Broadcast Bureau for extension of time from Jan. 9 to Jan. 23 to file proposed findings of fact and conclusions, and on own motion extended time for filing replies thereto to Feb. 9 in proceeding on am applications of Binder-Carter-Durham, Inc. (WAMM), Flint, Mich. (Action 1/9).

By Hearing Examiner Isadore A. Honig on Jan. 9

Granted motion by Old Belt Bcstg. Corp. (WJWS), South Hill, Va., for continuance of various dates applicable to further proceedings on its am application and that of John Laurino, Scotland Neck, N.C.; hearing is continued from Feb. 17 to March 16.

By Hearing Examiner J. D. Bond on Jan. 9

Granted request by Tidewater Teleradio Inc., for corrections in various respects to transcript in Hampton-Norfolk, Va., tv ch. 13 proceeding.

By Commissioner T.A.M. Craven on Jan. 8

Granted petition by James M. Tisdale (WVCH), Chester, Pa., for extension of time to Jan. 9 to file opposition to petition by Huntington-Montauk Bcstg. Co. (WGSM), Deer Park, L.I., N.Y., for rehearing in proceeding on its am application.

Granted petition by South Florida Amusement Co., Perrine, Fla., for extension of time to Jan. 14 to file responses to various pleadings in Miami-Perrine-South Miami, Fla., tv ch. 6 proceeding.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings on am applications of Valley Bcstg. Co., Lehighton, and Miners Bcstg. Service Inc., Kingston, both Pennsylvania. (Actions 1/7).

Granted motion by Farmington Bcstg. Co., for continuance without date of hearing now scheduled to commence on Jan. 12 in proceeding on its application and that of Four Corners Bcstg. Co., for cps for new tv stations to operate on ch. 12 in Farmington, N.M. (Action 1/8).

Granted petition by Mountain State Bcstg. Co., Middleport-Pomeroy, Ohio, insofar as involves dismissal of am application and otherwise denied; application is dismissed with prejudice; retained in hearing status am application of Radio Mid-Pom Inc., Middleport-Pomeroy. (Action 1/8).

By Hearing Examiner Jay A. Kyle on Jan. 8

Upon request by Evansville Tv Inc., ordered that hearing be resumed on Jan. 30 in proceeding to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 17.

By Hearing Examiner Millard F. French on Jan. 8

Scheduled prehearing conference Jan. 21 in proceeding on applications of Abacoa Radio Corp., Arecibo, Western Bcstg. Corp. of P.R., and Jose A. Bechara Jr., et al., Aguadilla, P. R., for cps for new tv stations to operate on ch. 12.

By Hearing Examiner Thomas H. Donahue on Jan. 7

Formalized oral ruling made on record Jan. 6 in proceeding on applications of Gralla and Gralla, Tujunga, and granted petition by Cannon System Ltd. (KIEV), Glendale, for leave to amend its am application to specify change in trans. site; for reasons set forth in transcript of proceedings for Jan. 6, following parties were held in default: Gralla and Gralla, Tujunga, South Coast Bcstg. Co., Laguna Beach, J. J. Flanigan, Fontana, and San Luis Rey Bcstg. Co., Newport Beach, all California.

By Hearing Examiner Basil P. Cooper on Jan. 6

Continued evidentiary hearing scheduled for Jan. 29 to date to be announced following conclusion of further prehearing conference now scheduled to resume on March 9 in proceeding on am applications of Kansas Bcstrs. Inc., and Salina Radio Inc., Salina, Kan.

By Hearing Examiner Forest L. McClenning on dates shown

Closed proceeding in matter of revocation of license of Henry Chester Darwin tr/as Darwin Bcstg. Co. (KHCD), Clifton, Ariz. (Action 1/7).

Upon informal request by Los Banos Bcstg. Co., Los Banos, Calif., continued prehearing conference to Feb. 17 and hearing to March 17 in proceeding on its am application. (Action 1/8).

By Hearing Examiner Millard F. French on Jan. 8

Scheduled hearing for Jan. 19, 9 a.m., in proceeding on am application of University Advertising Co., Highland Park, Tex.

By Chief Hearing Examiner James D. Cunningham on Jan. 6

Granted petition by Cherokee Bcstg. Co., insofar as it requests dismissal of its application for am facilities in Centre, Ala., and denied in all other respects; application is dismissed with prejudice; dismissed as moot following pleadings in proceeding: petition by Scripps-Howard Radio Inc. (WNOX), Knoxville, Tenn., for leave to intervene; motion by Cherokee for extension of time to reply to Scripps-Howard petition to intervene; opposition to petition to intervene by Cherokee, and reply by Broadcast Bureau to Scripps-Howard petition to intervene.

By Hearing Examiner Annie Neal Huntting on dates shown

Granted petition by Broadcasters Inc., South Plainfield, N.J., for leave to amend am application to include data concerning Cedarcroft Development Corp. and Joseph Deutsch; dismissed motion by Eastern Bcstg. Co. (WDRF), Chester, Pa., for extension of time to file response in proceeding on their am applications and that of Tri-County Bcstg. Corp., Plainfield, N.J. (Action 1/5

Scheduled prehearing conference for January 16 on am applications of Tri-County Bcstg. Co., Jerseyville, and Radio Missouri Corp. (WAMV), East St. Louis, both Illinois. (Action 1/6).

Dismissed without prejudice motion by Wabash Valley Bcstg. Corp., for continuance, without prejudice to reinstatement at later date if petitioner so desires and postponed dates designated for various procedural steps as follows in Terre Haute, Ind., tv ch. 2 proceeding: Jan. 12 to Jan. 26 for exchange of exhibits; Jan. 21 to Feb. 6 for further prehearing conference, and Feb. 2 to Feb. 12 for hearing. (Action 1/6).

By Hearing Examiner J. B. Bond on dates shown

Granted motion by Pacific Tv Inc. for continuance of hearing from Jan. 8 to Feb. 25 in Coos Bay, Ore., tv ch. 11 proceeding. (Action 1/6).

Scheduled conference for Jan. 9 in proceeding on am applications of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn. (Action 1/7).

By Hearing Examiner Forest L. McClenning on Jan. 6

Granted petition by M & M Bcstg. Co. (WMBV-TV), Marinette, Wisc. to correct in manner and to extent proposed transcript of hearing in proceeding on its application.

By Hearing Examiner Herbert Sharfman on Jan. 5

Granted petition by Alvarado Tv Co., for extension of time for filing initial proposed findings of fact and conclusions from Jan. 12 to Feb. 16, and for filing replies from Jan. 26 to March 2 in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N.M.

By Hearing Examiner Millard F. French on Jan. 7

Scheduled prehearing conference for Jan. 22 on am application of Fayetteville Bcstg. Co. (KHOG), Fayetteville, Ark.

By Hearing Examiner H. Gifford Irion on Jan. 5

Granted request by Norman O. Protsman, Valdosta, Ga., for leave to amend his am application to change antenna site to provide better coverage over residential area of Valdosta.

PETITIONS FOR RULEMAKING FILED (Announced Jan. 9)

Pendleton Bcstg. Co. (KUMA), Pendleton, Ore.—Requests allocation of vhf ch. 5 to Pendleton.

Neptune Bcstg. Corp. (WHTO-TV), Atlantic City, N.J.—Requests assignment of ch. 12 to Atlantic City.

License Renewals

Following stations were granted renewal of license: WILS Lansing, Mich.; WPON Pontiac, Mich.; WCLM (FM) Chicago, Ill.; WPAY Portsmouth, Ohio; KASI Ames, Iowa; KCHA Charles City, Iowa; KFMA Davenport, Iowa; KGMO Cape Girardeau, Mo.; KMBC & aux. Kansas City, Mo.; KNCM Moberly, Mo.; KNEM Nevada, Mo.; KNWS Waterloo, Iowa; KOKO Warrensburg, Mo.; KPIG Cedar Rapids, Iowa; KRES St. Joseph, Mo.; KRNT Des Moines, Iowa; KSCJ Sioux City, Iowa; KADY St. Charles, Mo.; KALM Thayer, Mo.; KBOA Kennett, Mo.; KBTN Neosho, Mo.; KCBC Des Moines, Iowa; KCHE Cherokee, Iowa; KCMO Kansas City, Mo.; KCOB Newton, Iowa; KCRV Caruthersville, Mo.; KDEX Dexter, Mo.; KDKD Clinton, Mo.; KDMO Carthage, Mo.; KDTH Dubuque, Iowa; KSIM Sikeston, Mo.; KSMO Salem, Mo.; KTTN Trenton, Mo.; KTTR Rolla, Mo.; KUKU Willow Springs, Mo.; KVFD Fort Dodge, Iowa; KWOS Jefferson City, Mo.; KWPM West Plains, Mo.; KWRT Boonville, Mo.; KXEO Mexico, Mo.; KXLW Clayton, Mo.; KXOK St. Louis, Mo.; WHB Kansas City, Mo.; WHO Des Moines, Iowa; WMT Cedar Rapids, Iowa; WSUI Iowa City, Iowa; KFEQ St. Joseph, Mo.; KFMO Flat River, Mo.; KFNF Shenandoah, Iowa; KFRM Kansas City, Mo.; KFRU Columbia, Mo.; KFSB Joplin, Mo.; KFUO Clayton, Mo.; KGLO Mason City, Iowa; KGRN Grinnell, Iowa; KICD Spencer, Iowa; KIMO Independence, Mo.; KIRX Kirksville, Mo.; KJFJ Webster City, Iowa; KLEX Lexington, Mo.

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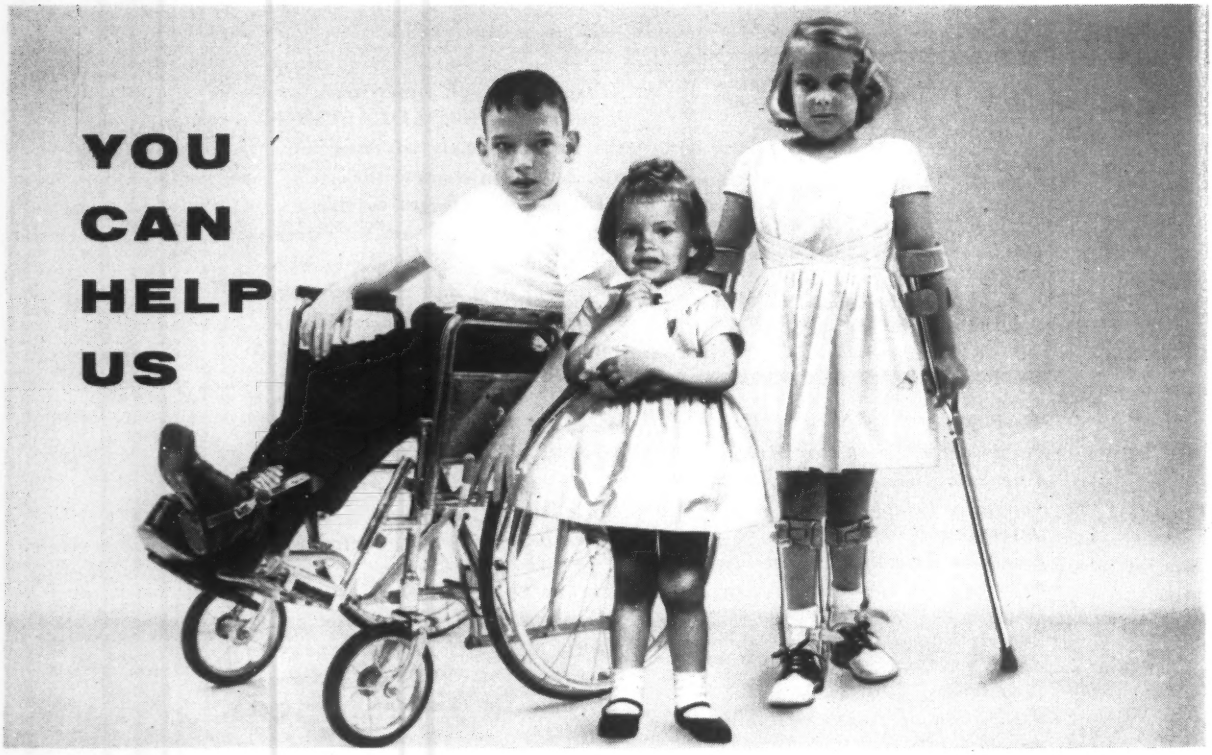

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TELEVISION

16mm FILMS

Starring

Johnny Cash	Jaye P. Morgan
Everly Brothers	The Four Preps
Earl Grant	David Rose
Ferlin Husky	George Shearing
Tony Martin	Julie Wilson

and others

PLUS

One-Minute Spots with Julie Adams, Lew Ayers, Art Carney, Joan Collins, Jackie Cooper, Jeanne Crain, Ann B. Davis, Andy Devine, Richard Egan, Mary Fickett, Farley Granger, Burl Ives, Louis Jourdan, Jerry Mathers & Tony Dow, Walter Pidgeon, John Russell & Peter Brown, Jean Simmons, Jan Sterling, Don Taylor, Gene Tierney, Les Tremayne, David Wayne, Joanne Woodward.

And 20-Second Spots with Other stars.

RADIO

ALL STAR QUARTER HOUR TRANSCRIPTIONS *by*

The Everly Brothers and Dick Clark	Swing & Sway with Sammy Kaye

PLUS

FIVE MINUTE PROGRAMS

Pat Boone	Lena Horne
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Nat "King" Cole	Eydie Gorme
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20 One-Minute Spots • 20 Thirty-Second Spots with other stars

When you fit these spots into your programming, you're helping millions of tragic victims of crippling toward normal, useful lives. So please help. Program these films or transcriptions wherever, whenever you can during the month of January.

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THE NATIONAL FOUNDATION, Franklin D. Roosevelt, Founder

800 Second Avenue, New York 17, N. Y. Howard J. London, Director, Radio-TV and Motion Pictures Telephone OXford 7-7700

OUR RESPECTS TO William King Jr.

Take a youth with a love for amateur dramatics and a 16mm movie camera, shake well in an economic crisis and the result could be a successful career in advertising. At least, that's how it worked out for William King Jr., vice president of Kenyon & Eckhardt, in charge of the agency's West Coast operations.

Born in St. Louis, Sept. 6, 1913, Bill King graduated from Country Day School there and was a pre-med student at Yale when the depression knocked the scalpel out of his hand. He replaced it with the nozzle of a gasoline pump at a Shell filling station back home. "I got $54 a month and the habit of living beyond my income," he recalls.

Perhaps inspired by a correspondence course in advertising or stimulated by his promotion to service station manager, Bill King decided to make a motion picture to show what "Shellubrication" really meant. With himself as writer, director, producer and cameraman (not to mention developer, editor and title artist) and his assistants, sisters and friends as cast, he produced the picture and showed it to some Shell executives. Two weeks later, he went to work in Shell's advertising department.

A Start at Shell • Beginning in budget control work ("not the glamorous side of advertising, but a very good way to learn the economics of the business"), young King subsequently helped plan and write Shell sales promotion material. In 1938, after five years with Shell, he joined Gardner Adv., St. Louis. ("I wanted agency experience. They wanted a man with experience in petroleum advertising as they were soliciting an oil company account.") Temporarily assigned to Monsanto Chemical as assistant account executive, Mr. King worked on this account both as copywriter and contact man for three years (the anticipated oil account never did materialize). Then he was made head of the agency's new business department.

He got a taste of radio at Gardner in connection with several accounts, including the Ralston Purina *Tom Mix* series, but his first real work in the medium came in 1943, after he had moved to another St. Louis agency, Olian Adv. There his duties included supervision of advertising for Columbia Brewing's Alpen Brau Beer ("they had shows all over the dial") and the Missouri Brewers Assn., which sponsored weekly broadcasts of the St. Louis Symphony Orchestra. ("I not only wrote the commercials —low key copy promoting beer as 'the beverage of moderation'—but the program notes for the announcer, a task which at least increased my own musical knowledge. I also got into the act by 'warming up' the audience in Kiel Auditorium before each broadcast.")

Although he had earned the rank of captain in the Missouri State Guard, Mr. King entered the Army in World War II as a private in 1944, emerging in 1946 as an infantry first lieutenant. In Germany with the postwar army of occupation, he was first put in charge of recruiting reenlistments for Bremen Port Command and by deft use of good advertising techniques raised Bremen's standing from a low sixth rank to second place in four months. As head of special services for Bremen Port Command, he had charge of the service clubs, theatres, a stadium and even a dude ranch, plus the officers' club.

Through the Mill • Back home in August 1946, Bill King spent another year with Olian Adv. before moving to Minneapolis as advertising manager of International Milling Co., where he allocated a large part of the firm's advertising budget to spot radio and singing commercials for Robin Hood Flour. In 1949, Mr. King was promoted to general sales manager of International, but after two years in that position he decided to return to the agency field and joined Kenyon & Eckhardt, New York, as account executive on Kellogg cereals. He subsequently handled the Amazo, White Rock, Pepperidge Farm, Wesson Oil and Beech-Nut accounts and was advanced to account supervisor in 1954 on the National Biscuit Co. account.

Shortly after K & E had been appointed as National Biscuit Co. agency, in June 1954, Mr. King got a look at the pilot film of a new tv series, *Rin-Tin-Tin,* which he felt would be a fine vehicle for Nabisco Shredded Wheat and Milk Bone Dog Biscuits. The client's top executives, hastily assembled for a special showing of the pilot, concurred. But there was one hitch. K & E did not take over those products until Jan. 1, 1955, yet if National Biscuit was to get the program, a contract had to be signed immediately for sponsorship to start with the new tv season in the fall. Mr. King held his breath through the delicate diplomacy that resulted in McCann-Erickson's agreement to terminate its contract four months early, on Sept. 1, 1954. *Rin-Tin-Tin* is now in its fifth year on ABC-TV for National Biscuit.

Up the Ladder • In 1953, Mr. King was made a vice president of Kenyon & Eckhardt. In 1957 he was elected to the agency's board, filling a vacancy created by the retirement of D'Arcy Brophy, board chairman. Last August, after K & E's Los Angeles office had been awarded a large part of the Max Factor advertising, Bill King transferred his headquarters to the West. In September K & E got the rest of the Factor account, except for the men's toiletries.

Since taking on the Factor business, the K & E Los Angeles staff has expanded from less than 10 to more than 45, causing a continuing office space problem, which Mr. King hopes now is finally solved in occupation of all of the seventh and part of the third floor of Hollywood's Equitable Bldg. "We were primarily a radio-tv service branch out here," he states. "Today, we're a full fledged agency, equipped to provide full agency creative and marketing services." In addition to Factor, K & E Los Angeles, also handles Lamelda (Los Angeles Mercury-Edsel-Lincoln Dealers Assn.), RCA-Victor Distributing Corp. of Southern California, West Coast Electronics Div. of RCA and Quaker State Oil Refining Corp. of California.

Mr. and Mrs. King, nee Joan Halpin, and their two-year old son, James Sean, live in West Hollywood, a quarter-hour drive from his office. By previous marriages, Mr. King also has three daughters, Nancy 17, Paula 13, Margaret 8 and a son, William King III, 11.

Mr. King belongs to the Yale Club of Fairfield County, Conn., the Los Angeles Advertising Club and is one of three honorary members of the Advertising Club of St. Louis (the others are Charles Lindbergh and Eddie Peabody.) His agency duties leave him no time for hobbies, he complains, but if he did have time they would be sports (tennis, golf, bowling, baseball), music (piano, accordion or drums "strictly by ear and with a lousy left hand") and photography and amateur theatricals.

Sticky fingers

BALTIMORE's city fathers finally have given up on their abortive attempt to tax advertising and media, and are now in the process of returning funds illegally collected last year. The *coup de grace* came with the decision of Baltimore's Mayor Thomas D'Alesandro not to seek a Supreme Court review of the sweeping judgment of Circuit Judge Joseph L. Carter last October holding the 6% over-all tax unconstitutional.

Thus *finis* is written to another of the all too numerous episodes of municipalities, in their relentless quest for new revenue, settling upon advertising as an easy mark. Fortunately, courts repeatedly have held, as did Judge Carter, that the press (which includes broadcasting) is constitutionally entitled to freedom from government taxation that can be used as a means of political control.

The Baltimore defeat does not mean that all efforts to tax advertising and media will stop. It should slow down the municipal officials, but it won't stop them from exploring other ways to get around the constitution.

The Baltimore crusade was knocked out because of the swift action of local media, backed strongly by national organizations identified with advertising. If it had not been, it's a cinch that practically every big city in the country, and a lot of little ones, would have followed suit.

Words about music

IF radio broadcasters are confused about what ASCAP wants from them, in terms of new music license arrangements, then ASCAP must feel it has accomplished what it set out to do in writing the letter discussing terms.

As reported in this journal last week, the society defined what it considered "reasonable" fees—all of them higher than current rates and some of them doubly so—and then said it would settle for a one-year extension of the agreements that expired Dec. 31, 1958.

What ASCAP is saying, presumably, is this "Here's what we think we could get if you took us to court. Now, wouldn't you be sensible to extend your old contracts?

We don't profess to know whether ASCAP really thinks the court would grant the higher rates that the society contends are "reasonable." We do have a suggestion to relay from a number of observers of this whole befuddling scene.

Actually it is not new. As the All-Industry Radio Music License Committee has itself pointed up, the ASCAP letter flies squarely in the face of the ASCAP consent decree. Under that decree, stations are entitled to take out blanket commercial and per-program sustaining licenses at the same time.

The beauty of this combination is that, the way radio is programmed and sold today, there are virtually no sustaining musical programs. Thus there would be few sustaining fees to pay. Since sustaining fees currently represent an estimated 12% of ASCAP's approximately $10 million annual take from radio, the saving for radio could range up to $1 million or more.

ASCAP officials, of course, belittle this line of approach. But never mind. While we do not presume to tell the all-industry committee what course it should follow, we earnestly think that demands for combination licenses should be renewed. At the very least, the interest of the Justice Dept. ought to be piqued enough to prompt an investigation of the unreasonable procedure ASCAP is using in its quest for the absurdity it calls "reasonable."

New toll tv season

HE may not have intended it to serve that purpose, but Rep. Oren Harris' new resolution on subscription television will give a lot of people job security.

The hired propagandists of toll tv are assured of work.

As reported elsewhere in this issue, Mr. Harris has introduced legislation to prohibit pay tv, except for limited tests, until Congress has time to write permanent legislation controlling it. He has also announced that the House Commerce Committee, of which he is chairman, will hold hearings on the subject within three months.

The effect of the resolution will be to postpone indefinitely the practical operation of subscription television on the air. In our view that effect will be salutary. It will prevent the conversion of the present system of free television broadcasting to a pay system, which is the inevitable consequence of government approval of toll tv on the air.

In some of its particulars, however, the Harris resolution is defective. It seeks to outlaw, again until that remote time when the Congress passes permanent legislation, the transmission of subscription television by wire in either inter- or intra-state commerce. If the Congress were to adopt that feature of Mr. Harris' proposal, it would be straying into an area where it does not belong.

There is no technical limit to the number of wires which may be strung around a city or around the country. A wired subscription system would not displace other services. If subscription tv promoters wish to risk their capital on wired transmission and the public wishes to buy the service, it is not for the U.S. government to prevent it.

It is in broadcast subscription tv that the government has a legitimate interest. Unless on-the-air pay tv were forced to use channels that are now unoccupied, the addition of a pay station would mean the subtraction of a free station.

Promoters of subscription television have made no secret of their wish to be permitted to broadcast on desirable channels, which is to say the channels that are now occupied by free stations. To attain that desire, subscription television interests will have to make a persuasive showing in the 86th Congress.

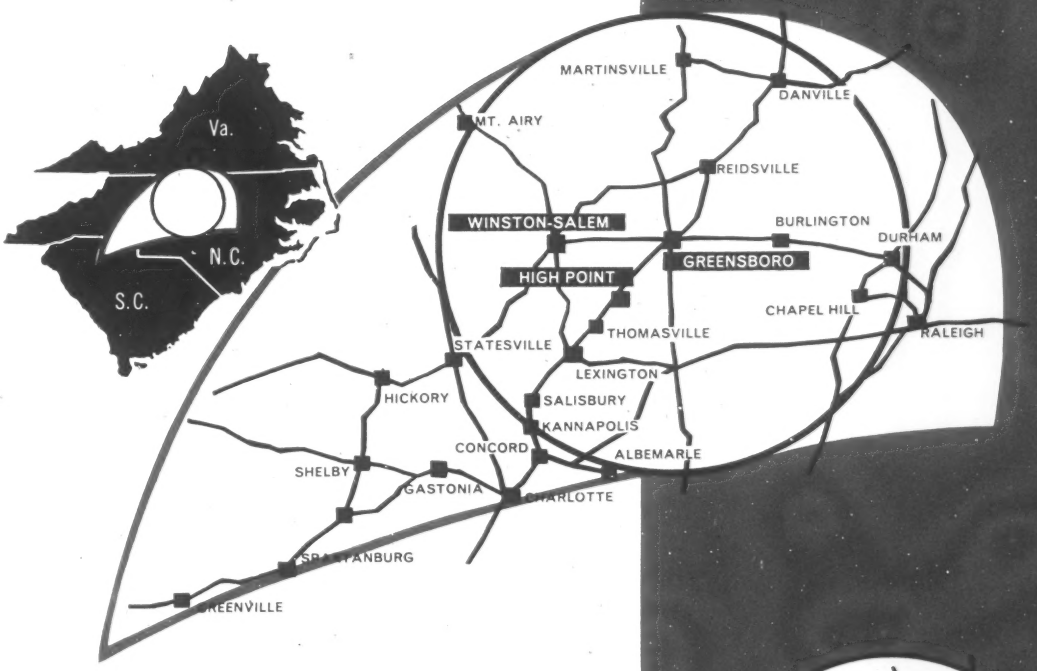
During 1959 the Congress will be besieged by an army of subscription tv propagandists, to whom the only counterbalance can be an equally persuasive delegation of free broadcasters.

Drawn for BROADCASTING by Sid Hix

"He wants to sign her for that 'They said it couldn't be done' commercial."

this is the Piedmont Industrial Crescent . . .

and it's Dominated by wfmy-tv



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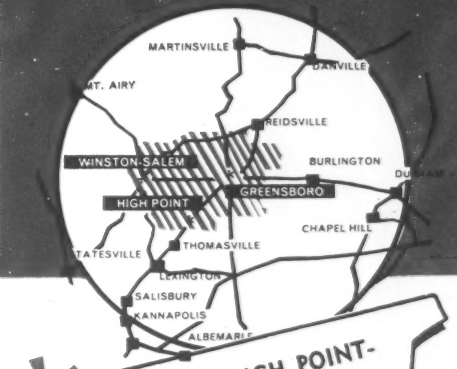
It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV. . . the most powerful selling influence, by far.



This Is North Carolina's Interurbia

. . .The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location F-2
See SRDS consumer market map section of the State Area

CBS 2

wfmy-tv

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